

NOV. 10, 1956

Sales Management

THE MAGAZINE OF MARKETING

MARKETING IS ON THE MOVE

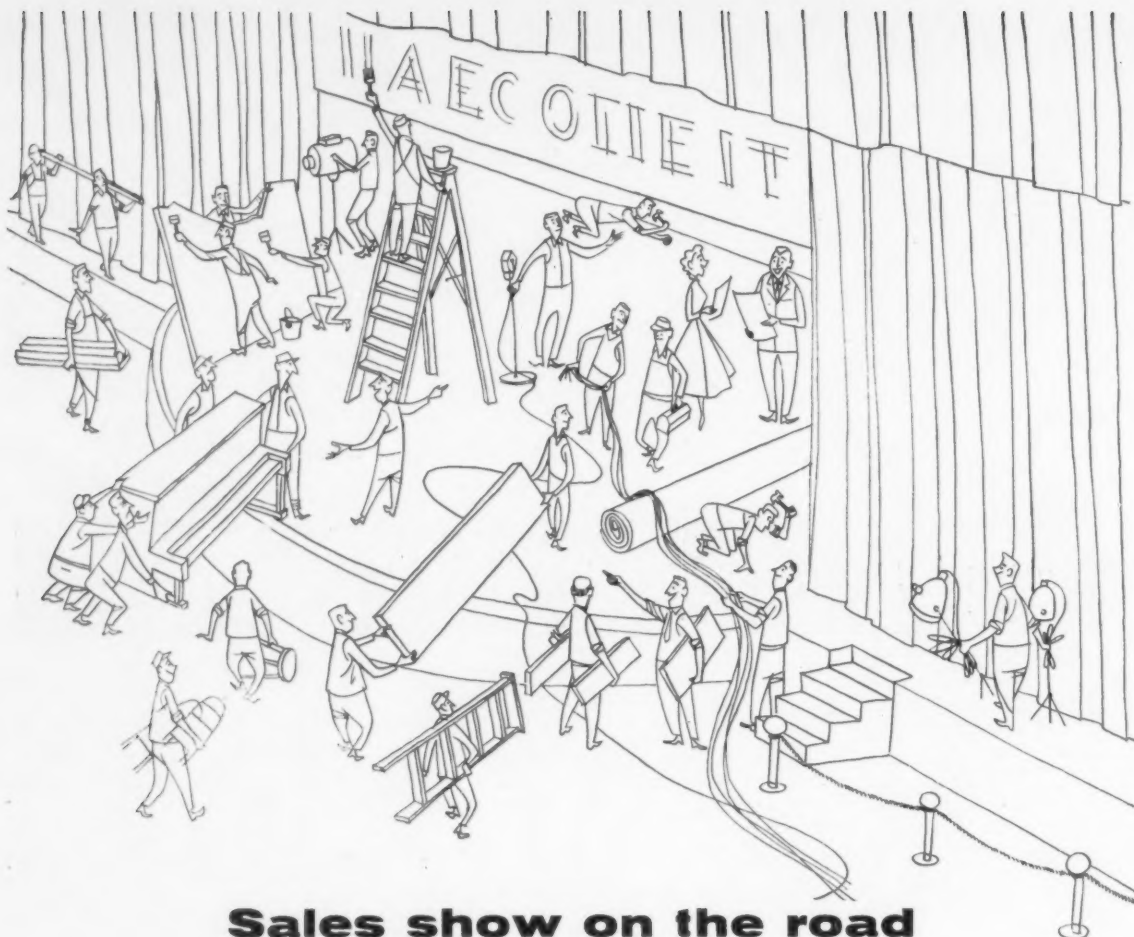
... and so we present for your

- *first quarter action*
- *year long planning*
- *long range forecasting*

1957 MARKETS

A BILL BROTHERS PUBLICATION

ONE DOLLAR



Sales show on the road **THE EASY WAY**

Writing
Casting
Directing
Skits
Speech Coaching
Motion Pictures
Visual Presentations
Slides and Slidefilms
Portable Stagettes
Meeting Equipment
Demonstration Devices
Projection Services

Live stage shows create the kind of selling spirit that pays off handsomely in sales. Professional help in readying shows *for* the road . . . and keeping them at top efficiency *on* the road pays off in effectiveness. For a selling show that will be fast-paced, hard-hitting, entertaining . . . both practical and highly *professional*, call for . . .

The **JAM HANDY** *Organization*

One-Stop Service
Offices →

NEW YORK 19
1775 Broadway

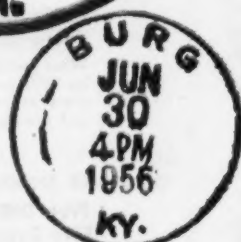
HOLLYWOOD 28
1402 Ridgewood Place

DETROIT 11
2821 E. Grand Blvd.

DAYTON 2
310 Tailbott Bldg.

PITTSBURGH 22
Gateway Center

CHICAGO 1
230 N. Michigan Ave.



All postmarks are actual reproductions. Post offices mentioned in the text really exist.

Grit—weekly best seller in America's least exploited market

A figure Filbert (S.C., W.Va.) from Fiftysix (Ark.) has figured out that the Grit market is bigger than Cleveland, Pittsburgh, Washington, Rochester and Indianapolis combined.

But advertising aimed at metropolises misses the people in this market. They're grass-roots people—spread out all over the U.S.A. in towns like the ones from which we snagged the postmarks. Towns more than a hoot and a holler away from big cities. Towns no commuter's local ever whistled at. True small towns.

The weekly Grit audit now hits 850,000 copies in 16,000 towns—and keeps on going. That means about 4 million readers per issue. And 58.53% of them in towns of 2500 or less! No other national magazine comes even close to such small-town con-

centration. Which is one important reason why small towns represent America's least exploited market.

Grit belongs in small towns the way chocolate cake does in church suppers. Small-town people live by it. They get their news, fiction, games, comics, menus, patterns, workshop plans, child-raising hints, poetry and puzzles from Grit.

And it's their buying guide, too. We've 20 years' documentary proof of that. The best proof, though, is your own. That costs about \$2 per town per year for a full-scale, large-space campaign. Take *your* Place (Ky.) in the small-town Sun (La.) with Grit!

Grit Publishing Co., Williamsport, Pa. • Represented by Scolaro, Meeker & Scott in New York, Chicago, Detroit, Philadelphia; and by Doyle & Hawley in Los Angeles and San Francisco





as seen by
JOHN BURGOYNE

We are bursting with pride as we announce publication of our Survey of Super Market customers, their attitudes and buying habits in 1956—the third of a continuing series by the Burgoyne Grocery & Drug Index, prepared as a service for grocery product executives. Data telling what happens at the retail level has been gleaned from a group of representative U. S. cities. It's packed with information, and is full of new figures this year—hmmml Gather round, super market operators and food manufacturers—learn whether Mrs. Smith is "shopping around" more; whether she has a favorite super market; what she considers important and what she doesn't like. Find out the relative influence on shoppers of newspaper, radio and TV advertising; their attitudes on trading stamps, and a lot of other things you'd like to know. The new Super Market Survey with all this information is yours prepaid for a crisp one dollar bill.

"Hell hath no fury" like a housewife chasing a skittering moth miller. Relentlessly swatting where it just was, she's gonna mash that bug before it chaws the seat out of Pop's other pants. It's too late at that stage, of course, but Pop had better keep the information to himself. A very efficient moth spray was stewed up by a skilful insecticider, so he called on Burgoyne to run panel tests in Louisville, Dayton and Cincinnati. The check showed brisk competition, but our boy is still in there and at last reports is doing right well. You got a new pickle juice to introduce to the beverage trade? a revolutionary toothpick good enough for the minister at Sunday dinner? Call Burgoyne.



FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

Sales Management

THE MAGAZINE OF MARKETING

VOLUME 77

No. 11

EXECUTIVE OFFICES: 386 Fourth Ave., New York 16, N. Y. LExington 2-1760

November 10, 1956

In This Issue . . .

CAPITAL SPENDING

Basic Capacity to Rise 7%-8% in '57, by Dexter M. Keezer and Robert P. Ulin, McGraw-Hill Publishing Co.

77

What could stop onrush of capital spending which has increased capacity by 50% since 1950 and almost 100% since 1945? Prediction: In next few years expansion will not explode, but will match population, income and growth.

CONSUMER SPENDING UNITS

Five Different Income Groups Pictured in Visits with Five Families

39

A photo report of families with incomes of \$0 to \$2,499, \$2,500 to \$3,999, \$4,000 to \$6,999, \$7,000 to \$9,999 and \$10,000 and over. You'll meet the kinds of people who bring to life statistics on Metro markets . . . their ability to buy . . . and what and how much they buy.

EXECUTIVE DEVELOPMENT

Are You Ready for Tomorrow?

30

GENERAL

How to Get the Most from This Issue

33

MARKET ANALYSIS

Phooey on Exurbia:

We Have a Way to Find Best Markets, by C. D. Williamson, President, Williamson-Dickie Manufacturing Co.

90

"Sales now run at \$20 million a year, we have four divisional managers and 107 salesmen instead of just the eight salesmen we had in 1946."

MARKETS

Needed Now: 10% More Sales and Advertising to Reverse 1956 Slowdown and Return to Normal Rate of Growth, by Arno H. Johnson, Vice-President and Director of Research, J. Walter Thompson Co.

34

"We must have 10% more sales in 1957-58," says the author, "to catch up with rate of growth needed to achieve our 10-year goal." This means an additional \$26.3 billion in 1957-58.

Best Markets for 1957

187

The top 25 Metro areas and the top 25 cities in each of 18 classifications of market indexes, consumer income, and retail sales.

What Population Boom Means to You, by Dr. J. M. Gould, Director of Research, *Sales Management's* Survey of Buying Power, and Managing Director, Market Statistics.

50

In 1957: 1.6 million people will be married, 4.3 million babies will be born, 1.7 million people will die, and the population on Dec. 31 is estimated at 172.4 million.

SALES MANAGEMENT

How to Interpret These Data in Your 1957 Marketing

Which of the 261 Metro areas is not so good for work clothes or pastrami, great for Buicks, minks and cruises; why is City X an exceedingly well balanced market?

Retail Sales "Distort" Map

State areas are charted in proportion to their relative shares of total 1955 retail sales dollars. Figures for each state are given along with retail sales per family.

Quality Appraisals of Metro County Areas

Do they approximate major retail trade movement? Do they give sufficient allowance to relative population densities? Do they show, in all instances, the true effective coverage of the local advertising media?

MOTIVATION

What Can Make People Buy in 1957?, by Ernest Dichter, Ph.D., President, Institute for Motivational Research

You are dealing with a vast new middle class. The average American today wants: (1) roots in his family life; (2) better taste; (3) sensuous experiences; (4) new frontiers; (5) culture. Above all he wants to enjoy his well defined way of life.

SALES MANAGEMENT

165 Questions on '57 Planning, By William J. Tobin

Metro Area Markets: {The Ability to Buy
What and How Much They Buy

East

(Conn., Del., D. C., Me., Md., Mass., N. H., N. J., N. Y., Pa. R. I., Vt.)

Midwest

(Ill., Ind., Ia., Kan., Mich., Minn., Mo., Neb., N. D., O., S. D., Wis.)

South and Southwest

(Ala., Ark., Fla., Ga., Ky., La., Miss., N. C., Okla., S. C., Tenn., Tex., Va., W. Va.)

Far West

(Ariz., Cal., Colo., Id., Mont., Nev., N. M., Ore., Utah, Wash., Wyo.)

Alphabetical State Index

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SALES MANAGEMENT, with which is incorporated PROGRESS, is published the first and third Friday of every month, except in May, September and November when a third issue is published on the tenth of the month. Affiliated with Hill Brothers Publishing Corp. Entered as second class matter May 27, 1942, at the Post Office, East Stroudsburg, Pa., under the act of March 3, 1879. Publication (printing) offices, 34 North Crystal St., East Stroudsburg, Pa. Address mail to 384 Fourth Avenue, New York 18, N. Y.

SALES MEETINGS, Part II of Sales Management, is issued five times a year—in January, April, July, October and November. Editorial and production offices: 1212 Chestnut Street, Philadelphia 7, Pa., WAlnut 3-1788; Philip Harrison, General Manager; Robert Letwin, Editor.

Copyright, Sales Management, Inc., 1956.

NOVEMBER 10, 1956

Sure Cure...



for
**What Ails
Your Sales**

Diagnosis of physical ills?
Call in a specialist!

Same with merchandising problems. WE'RE specialists in selling your product WHERE IT COUNTS: at the point of sale.

Diagnosis... research and analysis of your product and requirements.

Prescription... inspired design and economical fabrication.

Cure... prompt, carefully engineered shipment, for intact arrival and easy setup.

Rx You, too, can benefit from our profit-proved **MIRACLE MEDICINE** for ailing sales...

write today for
informative literature!

display
sales**

1637 GEST STREET
CINCINNATI 4, OHIO

SELL



OAK RIDGE — Atomic Center of the World



ALCOA — World's Largest Aluminum Plants

The High Income



T. V. A. POWER — Home of Tennessee Valley Authority



ZINC MANUFACTURING — Second Largest Producer in U. S. A.

KNOXVILLE MARKET



TOBACCO CENTER — \$8,000,000 Annual Burley Crop



MARBLE CENTER — Largest Producer of Interior Marble

on WATE-TV

- POPULATION ... 1,391,280 (54 Counties)
- RETAIL SALES ... \$1,081,361,650
- FAMILIES ... 345,810
- E. B. I. \$1,290,306,630

* May 10, 1956 Sales Management Survey of Buying Power

WATE-TV
POWER MARKET OF THE SOUTH
Knoxville, Tennessee



AFFILIATED WITH WATE-RADIO 5000 WATTS, 620 kc.

Represented Nationally by, **AVERY-KNODL, INC.**

Sales Management

EXECUTIVE OFFICES, 386 Fourth Avenue
New York 16, N. Y. LEXington 2-1760

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Foreign: \$15

ADVERTISING SALES

For Offices and Personnel

See Advertisers' Index

(two pages preceding back cover)

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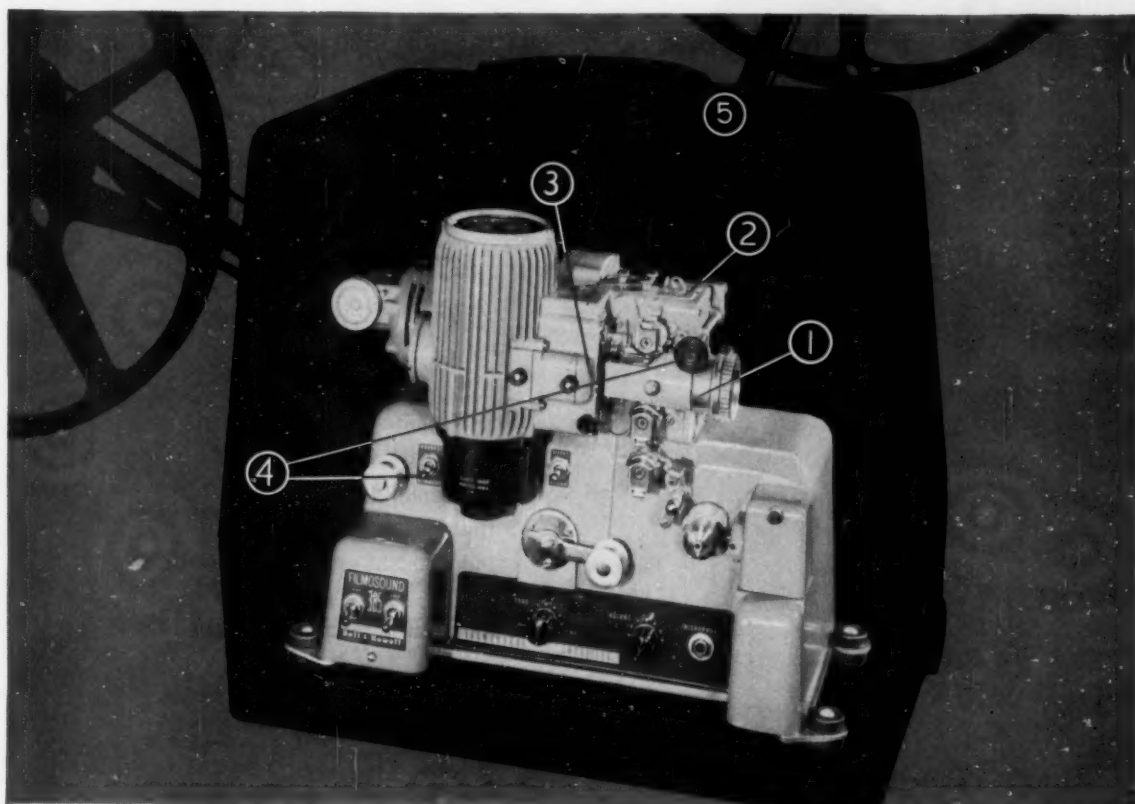
Bill Brothers Publications in MARKETING (in addition to Sales Management): Sales

Meetings, Tide, Premium Practice, INDUSTRIAL: Rubber World, Plastics Technology, MERCHANDISING: Fast Food, Floor Covering Profits, Grocer-Graphic, Tires and Yankee Grocer.



SALES MANAGEMENT

Only **FILMOSOUND 385** is fully engineered for industry!



COMPARE THESE EXCLUSIVE FEATURES AND PROVE IT TO YOURSELF!

- ① **Sharpest picture on the screen**—combined result of exclusive optical system: 5-element lens, double condenser, pre-aligned lamp and rhodium reflector.
- ② **Trouble-free operation**—due to exclusive all-gear drive and metered lubrication.

- ③ **Full film protection**—new long pressure plate and aperture plate, both optically polished to prevent scratching.
- ④ **Controls designed for industry**—Projector reverses for review. Still-picture clutch stops film for discussion. Exclusive heat filter accessory permits brightest single-frame projection.
- ⑤ **Easiest and fastest set-up**—Projector permanently mounted in case. Top-mounted reel arms do not require removal between showings. Case design allows speaker to be left in place.

Take advantage of Bell & Howell's 25 years of leadership in sound movies and ask for a demonstration. Compare the Bell & Howell Filmosound 385 with any other sound projector on the market today. Discover why Filmosound 385 out-features and out-sells all other sound projectors. Your Bell & Howell dealer will be glad to arrange a demonstration at your convenience. Call him today or mail coupon to Bell & Howell, 7190 McCormick Road, Chicago 45, Illinois.

 finer products through **IMAGINATION**
Bell & Howell

NOVEMBER 10, 1956



Mail Coupon Today

☐ Have my Bell & Howell dealer contact me.

☐ Send me complete information on the Bell & Howell Filmosound 385.

Name

Title

School

Address

City Zone State



In a single day, KNX reaches
more homes in
Metropolitan Los Angeles
than the four leading
independent stations *combined*.

That's saturation!

And KNX saturation *sinks in*.
Your sales message is backed
by programming
that demands attention:
drama, discussion, comedy,
sports, variety and news...
not a lulling repetition
of top tunes.

When you talk "saturation"
get *saturation*.

Buy KNX Radio,
the most *listened to* station
in Los Angeles.

Represented by
CBS Radio Spot Sales.

EDITORIALS

Why They're Not Satisfied

One of the exciting prospects for 1957 is that people will be dissatisfied with many of the things that made them happy in 1956. Because of this yearning for a better life, marketing men can provide wanted goods and services, have some fun at their jobs, and make profits, too.

For example: Chrysler Corp. has invested \$300 million in tooling up for its 1957 models. Chrysler is particularly confident that it can make several hundred thousand auto buyers unhappy with their previous preferences for Chevies and Fords, and happy to choose the styling and engineering of the '57 Plymouth.

It was the licking in styling, particularly in 1954, which General Motors and lately Ford inflicted on Chrysler that has brought about the Chrysler changes.

So the marketing plans for any product which scored a smashing success in '55, or even one that has done well in '56, are not necessarily the plans that will continue to produce public response in '57.

So we recommend this entire issue, devoted to 1957 markets, because "Marketing Is on the Move."

Arno Johnson, whose article on page 34 opens this issue, foresees the opportunity for a 50% higher standard of living in just 10 years—by 1967. Johnson points out that personal consumption expenditures, one way to measure our standard of living, grew 50% in the decade between 1935-1945, and that they grew another 50% in the 10 years ending in 1955. Johnson forecasts that "by 1967 our productive ability should reach \$600 billion. This should create over \$430 billion of disposable income after taxes—enough for \$30 billion in personal savings and \$400 billion of sales to consumers." It all adds up to a 50% increase in our total standard of living.

Are you satisfied with the imagination of your own planning for '57—and the decade ahead?

Our Wives Deserve More Than This

Beneath the typically proud American boast that more people are employed at better jobs and at higher wages than ever before is a fact which ought to be disturbing to all of us.

That fact: Our new dependence on working wives to produce the standard of living millions now enjoy, and to which other millions aspire.

Some 36% of all women 14 years and over are employed at some kind of an income-producing job. That means 19,600,000 in non-agricultural industries (plus 1,600,000 in agriculture) out of 60,750,000 women.

The astonishing fact is that some six million of these working women are between 20 and 34 years of age. The expression "working wife" in millions of cases means, also, working mother. It is not likely that many mothers of pre-teen-age children are away from their homes and their children for any other reason than the need and the desire to bring in either basic income or supplementary income to achieve a satisfactory standard of living.



Mr. Sales Manager:

— we can prove the new
McALISTER sales efficiency
car leasing plan will save
money both for you and
your salesmen!

• If your salesmen must furnish their own cars and operate them at 8¢ a mile, we can prove they are losing money!

At the same time, if your salesmen travel an average territory, we can prove you're losing money, too!

Under our new Sales Efficiency Car Leasing Plan we take you and your salesmen out of the automobile business so you can concentrate on increased sales efficiency.

In addition, we help you improve morale by equipping your salesmen with brand new cars. The old fashioned "swindle sheet" is outdated, with all its troubles and grief. We make it easier for you to hire and keep good salesmen. You get all these advantages and yet you don't tie up a penny of capital either for your company or your salesmen.

It's the modern way to save money while you keep your sales force happy!

Send this Coupon Today for Brand New Brochure...
"McAlister Sales Efficiency Car Leasing Plan"

J. W. McAlister Co., 1200 Van Ness, San Francisco
Please send brochure that describes new plan showing how to furnish salesmen's cars and save money over old-fashioned mileage allowance plans.

Name _____

Address _____

City _____

• J. W. McAlister is a pioneer west coast car leasing company affiliated with McAlister Buick, one of the world's largest Buick dealers, and McAlister U-Drive, famous for its fine car rental fleet.

BLAIR-TV
SPOT TELEVISION

cumulative cost calculator

providing immediate cumulative costs for
any consecutive combination of markets shown

RATES KEPT CURRENT WITH EACH ISSUE OF STRD†

MARKETS			DAYTIME RATE				NIGHTTIME RATE			
(Household Rankings)*			1 MIN. OR LESS		30 MIN.		1 MIN. OR LESS		30 MIN.	
			HIGHEST 1-TIME	CUMULATIVE COST	HIGHEST 1-TIME	CUMULATIVE COST	HIGHEST 1-TIME	CUMULATIVE COST	HIGHEST 1-TIME	CUMULATIVE COST
BLAIR-TV	NEW YORK	1	675.00	675.00	2,250.00	2,250.00	2,300.00	2,300.00	5,520.00	5,520.00
BLAIR-TV	LOS ANGELES	2	210.00	885.00	950.00	3,210.00	800.00	3,100.00	2,160.00	7,680.00
BLAIR-TV	CHICAGO	3	280.00	1,165.00	1,200.00	4,410.00	900.00	4,000.00	2,400.00	10,080.00
BLAIR-TV	PHILADELPHIA	4	275.00	1,440.00	780.00	5,190.00	825.00	4,825.00	1,950.00	12,030.00
BLAIR-TV	DETROIT	5	240.00	1,680.00	510.00	5,700.00	750.00	5,575.00	1,320.00	13,350.00
BLAIR-TV	BOSTON	6	220.00	1,900.00	600.00	6,300.00	550.00	6,125.00	1,560.00	14,910.00
BLAIR-TV	SAN FRANCISCO	7	110.00	2,010.00	300.00	6,600.00	425.00	6,550.00	1,020.00	15,930.00
BLAIR-TV	PITTSBURGH	8	175.00	2,185.00	660.00	7,260.00	400.00	6,950.00	1,020.00	16,950.00
BLAIR-TV	ST. LOUIS	9	110.00	2,295.00	360.00	7,620.00	330.00	7,280.00	900.00	17,850.00
BLAIR-TV	CLEVELAND	10	145.00	2,440.00	435.00	8,055.00	425.00	7,705.00	1,080.00	18,930.00
	WASHINGTON	11	100.00	2,540.00	360.00	8,415.00	425.00	8,130.00	1,080.00	20,010.00
	BALTIMORE	12	75.00	2,615.00	264.00	8,679.00	275.00	8,405.00	750.00	20,760.00
	MINNEAPOLIS-ST. PAUL	13	80.00	2,695.00	240.00	8,919.00	330.00	8,735.00	885.00	21,645.00
	NEW HAVEN-HARTFORD	14	66.00	2,761.00	198.00	9,117.00	160.00	8,895.00	480.00	22,125.00
	DALLAS-FT. WORTH	15	75.00	2,836.00	210.00	9,327.00	225.00	9,120.00	660.00	22,785.00
	HOUSTON-GALVESTON	16	80.00	2,916.00	240.00	9,567.00	220.00	9,340.00	600.00	23,385.00
BLAIR-TV	PROVIDENCE-FALL RIVER	17	90.00	3,006.00	300.00	9,867.00	240.00	9,580.00	720.00	24,105.00
BLAIR-TV	BUFFALO	18	85.00	3,091.00	285.00	10,152.00	175.00	9,755.00	570.00	24,675.00
BLAIR-TV	SEATTLE-TACOMA	19	80.00	3,171.00	240.00	10,392.00	210.00	9,965.00	615.00	25,290.00
BLAIR-TV	CINCINNATI	20	60.00	3,231.00	270.00	10,662.00	250.00	10,215.00	600.00	25,890.00
	KANSAS CITY	21	100.00	3,331.00	300.00	10,962.00	250.00	10,465.00	720.00	26,610.00
	MILWAUKEE	22	150.00	3,481.00	315.00	11,277.00	375.00	10,840.00	690.00	27,300.00
	PORTLAND, ORE.	23	70.00	3,551.00	210.00	11,487.00	200.00	11,040.00	420.00	27,720.00
	SAN DIEGO	24	100.00	3,651.00	300.00	11,787.00	230.00	11,270.00	540.00	28,260.00
BLAIR-TV	NEW ORLEANS	25	75.00	3,726.00	225.00	12,012.00	225.00	11,495.00	540.00	28,800.00
	ATLANTA	26	105.00	3,831.00	300.00	12,312.00	250.00	11,745.00	600.00	29,400.00
	MIAMI	27	114.00	3,945.00	270.00	12,582.00	250.00	11,995.00	600.00	30,000.00
	DENVER	28	75.00	4,020.00	225.00	12,807.00	175.00	12,170.00	420.00	30,420.00
	LOUISVILLE	29	90.00	4,110.00	270.00	13,077.00	230.00	12,400.00	615.00	31,035.00
	SCRANTON-WILKES BARRE	30	40.00	4,150.00	120.00	13,197.00	105.00	12,505.00	315.00	31,350.00
	INDIANAPOLIS	31	80.00	4,230.00	252.00	13,449.00	250.00	12,755.00	720.00	32,070.00
	ALBANY-SCHENECTADY-TROY	32	85.00	4,315.00	330.00	13,779.00	210.00	12,965.00	660.00	32,730.00
BLAIR-TV	TAMPA-ST. PETERSBURG	33	50.00	4,365.00	180.00	13,959.00	150.00	13,115.00	360.00	33,090.00
BLAIR-TV	COLUMBUS, OHIO	34	75.00	4,440.00	234.00	14,193.00	200.00	13,315.00	480.00	33,570.00
	YOUNGSTOWN	35	35.00	4,475.00	105.00	14,298.00	70.00	13,385.00	210.00	33,780.00
	CHARLESTON-HUNTINGTON	36	70.00	4,545.00	240.00	14,538.00	180.00	13,565.00	500.00	34,280.00
BLAIR-TV	BIRMINGHAM	37	70.00	4,615.00	240.00	14,778.00	250.00	13,815.00	510.00	34,790.00
	ROCHESTER	38	70.00	4,685.00	210.00	14,988.00	160.00	13,975.00	420.00	35,210.00
	DAYTON	39	90.00	4,775.00	325.00	15,313.00	200.00	14,175.00	500.00	35,710.00
BLAIR-TV	MEMPHIS	40	70.00	4,845.00	252.00	15,565.00	180.00	14,355.00	540.00	36,250.00
	SAN ANTONIO	41	65.00	4,910.00	195.00	15,760.00	175.00	14,530.00	420.00	36,670.00
BLAIR-TV	FRESNO-TULARE	42	60.00	4,970.00	180.00	15,940.00	150.00	14,680.00	390.00	37,060.00
	PHOENIX	43	60.00	5,030.00	180.00	16,120.00	100.00	14,780.00	300.00	37,360.00
	AKRON	44	30.00	5,060.00	90.00	16,210.00	60.00	14,840.00	180.00	37,540.00
	SPRINGFIELD-HOLYOKE	45	50.00	5,110.00	120.00	16,330.00	120.00	14,960.00	300.00	37,840.00
	NORFOLK-PORTSMOUTH	46	68.00	5,178.00	204.00	16,534.00	200.00	15,160.00	555.00	38,395.00
	TOLEDO	47	85.00	5,263.00	255.00	16,789.00	225.00	15,385.00	600.00	38,995.00
	ALLENTOWN-BETHLEHEM-EASTON	48	15.00	5,278.00	60.00	16,849.00	30.00	15,415.00	120.00	39,115.00
	OKLAHOMA CITY	49	60.00	5,338.00	180.00	17,029.00	225.00	15,640.00	552.00	39,667.00
BLAIR-TV	OMAHA	50	65.00	5,403.00	174.00	17,203.00	250.00	15,890.00	540.00	40,207.00
BLAIR-TV	RICHMOND	51	65.00	5,468.00	225.00	17,428.00	140.00	16,030.00	450.00	40,657.00
	SAN JOSE	52	40.00	5,508.00	105.00	17,533.00	60.00	16,090.00	150.00	40,807.00
	WICHITA-HUTCHINSON	53	45.00	5,553.00	120.00	17,653.00	135.00	16,225.00	345.00	41,152.00
	SYRACUSE	54	80.00	5,633.00	240.00	17,893.00	200.00	16,425.00	540.00	41,692.00
	JACKSONVILLE	55	60.00	5,693.00	210.00	18,103.00	180.00	16,605.00	420.00	42,112.00
BLAIR-TV	TULSA-MUSKOGEE	56	65.00	5,758.00	195.00	18,298.00	175.00	16,780.00	450.00	42,562.00
	SACRAMENTO	57	78.00	5,836.00	234.00	18,532.00	150.00	16,930.00	450.00	43,012.00
	WHEELING-STEUBENVILLE	58	60.00	5,896.00	180.00	18,712.00	100.00	17,030.00	300.00	43,312.00
	NASHVILLE	59	52.00	5,948.00	156.00	18,868.00	150.00	17,195.00	495.00	43,807.00
	KNOXVILLE	60	50.00	5,998.00	135.00	19,003.00	120.00	17,315.00	360.00	44,167.00
BLAIR-TV	BINGHAMTON-ELMIRA	61	70.00	6,068.00	180.00	19,183.00	185.00	17,500.00	480.00	44,647.00
	GRAND RAPIDS	62	85.00	6,153.00	270.00	19,453.00	200.00	17,700.00	630.00	45,277.00
	WILMINGTON, DEL.	63	80.00	6,233.00	240.00	19,693.00	200.00	17,900.00	600.00	45,877.00
	HARRISBURG, PA.	64	35.00	6,268.00	105.00	19,798.00	70.00	17,970.00	210.00	46,087.00
	SALT LAKE CITY	65	40.00	6,308.00	120.00	19,918.00	150.00	18,120.00	360.00	46,447.00
	DES MOINES-AMES	66	75.00	6,383.00	210.00	20,128.00	160.00	18,280.00	420.00	46,867.00
	LITTLE ROCK-PINE BLUFF	67	50.00	6,433.00	135.00	20,263.00	100.00	18,380.00	270.00	47,137.00
	UTICA-ROME	68	75.00	6,508.00	270.00	20,533.00	100.00	18,480.00	330.00	47,467.00
	FLORIDA	69	40.00	6,548.00	120.00	20,653.00	95.00	18,575.00	285.00	47,752.00
	DULUTH-SUPERIOR	70	32.50	6,580.50	97.50	20,750.50	80.00	18,655.00	240.00	47,992.00

*Metropolitan County Area households, derived from SRDS 1956 estimates of consumer markets.
Rankings do not reflect total coverage areas for individual stations.

†As of closing date.

"How many of the top markets
can we reach for twenty thousand a week?"



When management wants to know,
it pays to have the answers at hand

...and when the question
concerns *Spot TV Costs*,
simply reach for this
BLAIR-TV CALCULATOR!

In each issue of *Spot Television Rates & Data*, the Blair-TV Cumulative Cost Calculator occupies the inside front-cover. To questions about Spot-TV costs, it puts the answer at your finger-tips.

WHAT THE CALCULATOR SHOWS

In one handy table, the Cumulative Cost Calculator shows:

1. How much to estimate for announcements or half-hour time-periods in the top seventy markets, ranked by households.
2. How many of these markets can be covered with a given budget.
3. How much to budget for spot-television in any individual market or markets among the top seventy.

Each month, rates are up-dated from the current issue of *Spot Television Rates & Data*. As the table lists the highest one-time rate in each market, you know that the cost-totals represent a maximum.

GET IT REGULARLY—NO CHARGE

Of course you won't always have STRD under your arm whenever the question of TV rates comes up—BUT it's easy to have your personal copy of the Calculator handy.

Since the Calculator was first developed, hundreds of executives have requested individual copies for their personal use. So now, as a service to sales and advertising executives, we have arranged to mail individual reprints each month as they come from the press.

To get your personal copy, just ask by letter, or use the handy coupon. The Calculator will come to you regularly—ready to slip under your desk-glass, or punch for your personal data-book.

Why not send for it now—and see how often you'll use this quick, handy reference on spot television costs.

The Cumulative Cost Calculator has been developed as a service to marketing executives by Blair-TV, television's first exclusive national representative. Additional data on the use of television in America's top markets is available through any of these ten Blair-TV offices:

NEW YORK, 415 Madison Ave.	ST. LOUIS, Paul Brown Bldg.
CHICAGO, 520 N. Michigan Ave.	DALLAS, Rio Grande National Bldg.
BOSTON, Statler Office Bldg.	LOS ANGELES, 3460 Wilshire Blvd.
DETROIT, Book Building	SAN FRANCISCO, Russ Bldg.
JACKSONVILLE, Barnett Bank Bldg.	SEATTLE, Henry-White-Stuart Bldg.



BLAIR-TV, 415 Madison Ave., New York 17, N. Y.

YES, I'd like to keep up-to-date on spot-TV costs in major markets, by receiving the Blair-TV Cumulative Cost Calculator each month.

Name _____ Title _____
Firm Name _____
Address _____

The TIME READER^{*} as seen by R. TAYLOR



FAMILY MAN



SPORTSMAN



MAN OF LETTERS



OFFICE HOLDER



GOOD PROVIDER

*TIME's readership is the biggest concentrated audience of best customers and influential people in the United States today. Nevertheless, Richard Taylor exaggerates . . . not all TIME readers are big game hunters.



SALES MANAGEMENT

It is not too surprising that currently almost 47% of women between ages 20 and 24 are at work, representing 5,300,000 women. It is now the accepted social practice, as well as an economic necessity, for a girl of 20, the present average marriage age, to return from her honeymoon and resume her job. Married life is happy and exciting until, as is frequently the case, the first pregnancy produces a family money crisis.

There are now more than twice as many women in the labor force between the ages of 25 and 34 as there are between the ages of 20 and 24. About 35% of the age 25-34 group are now at work, representing some 3,800,000 women. It has been found that when a working wife continues on the job beyond a year she is likely to continue at work for a good many years. So it now appears that millions of women, some by choice, but most by economic desire for a higher standard of living, continue at work.

The Twentieth Century Fund study of 1956 shows the dramatic impact of the family with two income earners. For example, in 1890, 100 workers supported 189 dependents. It is estimated that in 1956 every 100 workers are supporting only 142 dependents. Predicted: by 1975, every 100 workers will support only 120 dependents; further, that women in the labor force will rise to 30 million by 1975.

People do not work for money itself. If they did, the vast income that the two-job families now bring in would produce mountainous savings. The two-job incomes, however, have brought about an amazing feeling of confidence among people in (1) national prosperity, (2) the prosperity of the organizations for which they work, and (3) their ability to make good on debts which they willingly contract now.

Currently people have gone into hock for some \$37 billion of instalment credit. Their instalment debts at the beginning of 1953 amounted to some \$25,827,000,000. It is no secret that the big bulge in this consumer debt has been brought about by the purchase of automobiles; that automobile debt is now in excess of \$15 billion compared with some \$8,100,000,000 at the beginning of 1953.

Are people becoming too optimistic about their ability to carry these instalment debt obligations? Arno Johnson, for reasons explained on page 207, does not think so. Johnson contends that "consumer credit could safely expand 50% by 1958 without exceeding the 1940 ratio of debt to discretionary spending power."

Statistically we are in an economic paradise, as some of our politicians reminded us throughout the Presidential campaign, and by previous standards we are. But, socially, how much of our desired standard of living do we want to rest on working wives and working mothers? Is the aim of our society to push everyone into the labor force, so that we can have full distribution of our products?

Shouldn't our ultimate aim be to use our technology to produce and distribute the goods with fewer, but far better paid, people in the labor force?

When Business Is Bad

It is not an American trait to build a machine tool, for example, and then sit back and not try to make that tool obsolete through improvement. So one of the key parts of the promotional plans of the machine tool makers always has been the obsolescence story.

But the National Machine Tool Builders' Association in its Idea Exchange wonders "when business is bad [why] we attempt to educate industry overnight on economics or replacements, but when business expansion swells the backlog, these programs take a back seat."

So tell the benefits to be obtained from replacement equipment, regardless of how good business may be at the moment!

The median income of the non-farm ~~Elks~~ Magazine households is \$6,050. This is exceeded by only 5 of the 54 magazines appearing in the latest Starch Consumer Magazine Report.

1,176,014 Elks comprise a mass market with class incomes. The Starch 51st Consumer Magazine Report gives the complete picture. Just write or phone to see a copy.

THE **Elks** MAGAZINE
New York Los Angeles
Chicago Portland, Ore.

NEVADA CONFIDENTIAL

Nevada—America's number one market for quality! Just look at the figures: Nevada tops every state but one in per-family effective buying income, tops them all in per-family retail sales. And why not with Reno (Washoe County) the nation's number one metropolitan area market in Sales Management's buying power index and retail sales per family—and Las Vegas (Clark County) number three in both categories. Mighty easy to sell, too, with 74 per cent of the state's total sales packed into the Reno and Las Vegas metropolitan areas. For detailed marketing and statistical analysis, phone your nearest Western Dailies or John E. Pearson Co. office, or write one of these basic Nevada advertising buys . . .

LAS VEGAS

REVIEW-JOURNAL • KORK-AM
KLRJ-TV from HENDERSON

RENO

KOLO-TV • KOLO-AM

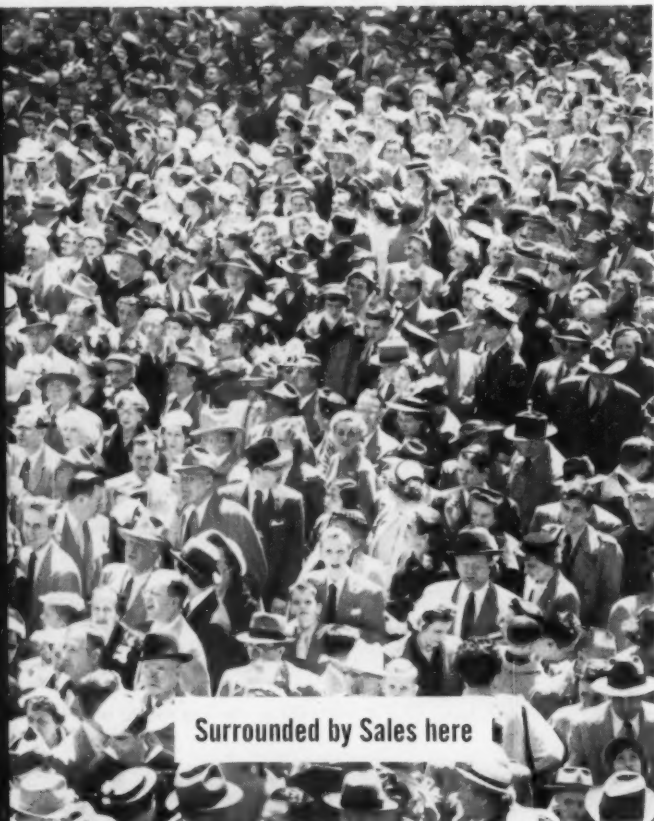
ELY

4 TIMES

To sell more where more is sold ... it's **FIRST 3 FIRST!**



Surrounded by Solitude here



Surrounded by Sales here

There's no traveling a lonely road when you advertise in FIRST 3 Markets, because here you have over 6 MILLION families for companions—all with *more* money to spend and in a buying mood. At the same time, competition for the consumer's attention to an advertising message is understandably keenest in the top markets of New York, Chicago and Philadelphia, where the family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV thins out. In these 3 far-above-average markets—which

account for 18% of U. S. Retail Sales—there is no substitute for FIRST 3 Markets' solid 62% COVERAGE of all families.

In addition, busy cash registers in the 6 states adjacent to the 3 markets ring up 30¢ out of every U. S. Retail Sales \$1. FIRST 3 Markets Group concentrates 84% of its circulation within these 6 states to deliver 47% coverage of all families.

To make your advertising sell *more* where *more* is sold... it's **FIRST 3 FIRST.**

The group with the Sunday Punch



Rotogravure • Colorgravure

New York Sunday News *Coloroto Magazine*

Chicago Sunday Tribune *Magazine*

Philadelphia Sunday Inquirer *"Today" Magazine*

New York 17, N.Y. News Building, 220 E. 42nd St., Murray Hill 7-4894 • Chicago 11, Ill., Tribune Tower, SUperior 7-0043
San Francisco 4, Calif., 155 Montgomery St., GAirfield 1-7946 • Los Angeles 5, Calif., 3460 Wilshire Blvd., DUmkirk 5-3557

LETTERS TO THE EDITORS

One Way to Wreck Post-Press Conference Trip Home

Safe Tires and Safety Talk Go Flat

EDITOR, SALES MANAGEMENT:

An interesting sidelight to your feature article in the Oct. 5 issue, "29 Ways to Wreck a Press Conference" (p. 31), was an experience I had the other day in Washington when I attended a Highway Safety press reception. It was to kick off the program "Safe Tires Save Lives" and, of course, it promoted the idea that safe tires were one of the major considerations for safe driving. With it all, a great deal of talk was devoted to safe driving in general.

The thing which really is of interest, however, is the fact that this reception was held from 5 to 7 p.m. to catch the newsmen on the way home from their office, many of whom, I suspect, were driving. The reception consisted of, as usual, speeches, surrounded by canapes and all the cocktails one could reasonably put away in that given period.

Perhaps I noticed this because I am on the wagon, but it occurred to me at the end of the meeting that all that talk about safe driving was rather incompatible with a "have-all-you-want" approach at the bar.

Name Withheld

'press parties must have a reason'

EDITOR, SALES MANAGEMENT:

I enjoyed reading . . . your Oct. 5 article concerning press conferences.

First and foremost, press conferences or press parties must have a "reason." We always remember that we are going to hold another meeting with the press, and it is essential that their representatives have pleasant memories of the last one.

We had a good example of this recently when our Sales and Marketing Departments decided to put out our cartridge pen in two-tone combinations. These departments urged a press party to announce the new product. Our Public Relations Department pointed out that actually this was not a new product—that the cartridge pen had been introduced previously and the two-tone combination was simply a new dress for it. . .

It's our feeling that members of the press desire to meet people in responsible positions who have either been directly associated with the development of the product or with the various facets of its merchandising. . . . Our people are cognizant of the fact that simply distributing releases in a press kit is not going to fill the answer for a good many of the guests. Recently we had an export convention attended by some 60 of our distributors from 55 countries. We arranged for the editors to meet with me, the chairman of the board, and our vice-president in charge of foreign operations. They were allowed to ask any questions they had in mind. As a result we received coverage not only in the daily papers through the wire services but such diverse publications as *Women's Wear Daily*, *The Christian Science Monitor*, and *Harper's Magazine*. . . .

Perhaps press relations can be summed up best by remembering that media people are human beings with the same feelings, interests, and desires that all of us possess. Common courtesy itself adds a great deal to a successful press party. If we invite wives to the gathering, we make sure that all wives are invited—not just a few. During the export convention I mentioned, the press people were invited to all of the dinners and parties planned for the entertainment of our distributors. A group of our people and their wives were their hosts at all times and the press people were furnished with badges for easy identification, as were our other guests.

W. A. Sheaffer II

President
W. A. Sheaffer Pen Co.
Ft. Madison, Ia.

Heavy Hits the Hammer

EDITOR, SALES MANAGEMENT:

Your publication — always good. Your issue of Sept. 21, with the article by the editors of *Grey Matter* ("When Your Salesmen Ask: 'How Do Our Ads Really Help Us?'" p. 42)—outstanding.

(continued on page 17)

You can be the only advertiser in your field advertising in full color to a video audience of 50,000,000 in summer . . . 30,000,000 in winter.



WIDE SCREEN NATURAL COLOR VIDEO

COAST TO COAST
(or Sectional if Desired)

- ★ MPA offers you national or sectional coverage in the only wide screen, natural color video medium in the U.S.A.
- ★ Your film commercial audience averages 50,000,000 in summer and 30,000,000 in winter. This is not circulation but captive viewers reached at a cost of approximately \$5.00 per thousand.
- ★ No competitive advertising appears when your advertisement is running. You will be the only advertiser of your kind to reach 80% of the people in many of the communities covered. You will be furnished proof of showing.
- ★ We offer complete film production facilities for either black-and-white or full-color films. Our production know-how and experience are backed up by a guarantee of satisfaction.
- ★ You can do a powerful job of selling when you are the only advertiser in your field (the weeks your advertisement appears) using the big screen in full-color on a captive audience.

Inquire now! More information on request.

**MOTION PICTURE ADVERTISING
SERVICE CO., INC.**

1032 Carondelet St., New Orleans, La.

Branches

70 E. 45th St. • 193 Walton St., N.W.
New York, N. Y. • Atlanta, Georgia


NOW... SUNDAY SDAY WEDNESDA IDAY SATURDAY AY TUESDAY W RSDAY FRIDAY NDAY MON...AD WITH COLOR T OF THE WEEK C

- SUNDAY:** Goodyear Tire & Rubber — Goodyear Playhouse. Aluminum Company of America — The Alcoa Hour. Hallmark Cards—Hallmark Hall of Fame. Chevrolet—The Chevy Show.
- MONDAY:** RCA, Whirlpool, Buick, John Hancock — Producers' Showcase. Johnson's Wax, Schick — Robert Montgomery Presents.
- TUESDAY:** Liggett & Myers, Max Factor—Noah's Ark. Lewis & Howe, Vick Chemical—The Jonathan Winters Show.

MONDAY TUE WEDNESDAY THURSDAY FR SATURDAY SUNDAY ADVERTISERS SELL ON NBC!



TELEVISION NETWORK

a service of 

WEDNESDAY: Kraft Foods — Kraft Television Theatre.

THURSDAY: Chevrolet — The Dinah Shore Show. Lever Brothers — Lux Video Theatre.

FRIDAY: Toni, P. Lorillard — The Walter Winchell Show. Chevrolet — The Chevy Show.

SATURDAY: Gold Seal, RCA, Sunbeam, Kleenex, Noxzema, S & H Green Stamps — The Perry Como Show. RCA, Whirlpool, Oldsmobile—Saturday Color Carnival.

Last year, NBC's trend-setting 90-minute Spectaculars paved the way for Color's commercial maturity. Now the 1956-57 season provides the pay-off both for advertisers and audiences, with sponsored Colorvision *every night of the week*. All through the year, advertisers will be selling with the added impact of Color TV on a tremendous variety of regularly scheduled and special NBC shows.

This is the year when exciting things are happening, in Color, on the NBC Television Network.

*there's got to be
a best way
to tell your
product story
in ads*

DO YOU KNOW WHAT IT IS?

You've probably preached "user benefits" to your sales force until you could make a good case for this basic sales approach in your sleep.

You've probably heard or assumed that this same principle applies to advertising.

Well, it does.

But with this difference. When your salesman calls on a prospect he is able to select any element of your product story as a starter; to select the most suitable of his many sales points as he feels his way through the interview.

Your ads, of course, cannot "feel their way" and adjust to readers' reactions. That's why it's so important to find out, in advance, the one *best* way to tell your product story—the way that has the greatest appeal to *most* of your prospects in each of your markets.

Today there is a way to sharpen the common denominators of your best sales story as it applies to each of the different fields you sell. It is a highly specialized type of personal sales investigation which we have developed over a period of many years.

We call it "Ditch-Digging" research. It digs underneath the reasons your prospects give for not buying. Its approach is unbiased; we get your potential customers to talk about things they normally wouldn't tell your salesmen. It helps you crystallize the conditions to be met in each field; reduces the guesswork that hampers advertising effectiveness; leads inevitably to the *best* way to tell your product story.

THE SCHUYLER HOPPER COMPANY | advertising

12 East 41st Street, New York 17, N. Y.

LETTERS

One of the best articles on advertising that I have come across in a long time. It really hits the nail on the head with a heavy hammer.

Thanks also for the good job you always do in indexing your articles in your table of contents. Always makes filing such an easy task.

George G. Stefani

West Central Office
Testor Chemical Co.
Arlington Heights, Ill.

Pension Trust Business

EDITOR, SALES MANAGEMENT:

Your Aug. 17 issue has an article of great interest to our field force. It is entitled "Current Earnings of Sales Executives" (p. 25).

We are planning to mention your article in one of our sales publications which is directed only to our field men. We would like to point out the great amount of Pension Trust business that is available not only in this field but in others.

Douglas W. Johnson

Assistant Director
Sales Services
The Mutual Benefit Life Insurance Co.
300 Broadway
Newark, N. J.

Salesmen's Cost Per Call

EDITOR, SALES MANAGEMENT:

We would like to know the average cost per call for salesmen. We would also like to know, if possible, the average cost per call for railway freight traffic representatives.

If you cannot supply this information, perhaps you can suggest where we might turn to get it.

George Johnson

Warner and Todd, Inc.
St. Louis, Mo.

► Several years ago the Sales Executives Club of New York, Hotel Roosevelt, New York 17, N.Y., conducted a survey among members and came up with an average cost per call.

(continued on page 21)



*Something goes into this box
besides a remote control toy...*



NATIONAL FOLDING BOX

COMPANY DIVISION
FEDERAL PAPER BOARD COMPANY, INC.

SALES OFFICES: CHRYSLER BUILDING, NEW YORK 17, N.Y.; NEW HAVEN AND VERSAILLES, CONN.; BOGOTA, N.J.; BOSTON AND PALMER, MASS.; STEUBENVILLE, OHIO; PHILADELPHIA AND PITTSBURGH, PA.
FOLDING BOX PLANTS: BOGOTA, N.J.; NEW HAVEN AND VERSAILLES, CONN.; PALMER, MASS.; STEUBENVILLE, OHIO; PITTSBURGH, PA.
PAPER BOARD MILLS: BOGOTA, N.J.; NEW HAVEN, MONTVILLE AND VERSAILLES, CONN.; READING, PA.; STEUBENVILLE, O.; WHITE HALL, MD.

WANT SOME



ALLEN BAUTZER
KYW-TV, Cleveland



JUNE BUZZELLI
KDKA, Pittsburgh



ED WALLIS
KYW, KYW-TV, Cleveland



JIM ALLEN
WBZ-TV, Boston



CHRIS CHRISTENSEN
KEX, Portland, Oregon



ROY SCHWARTZ
WBZ-TV, WBZA
Boston-Springfield



DAVE LEWIS
KDKA, KDKA-TV, Pittsburgh



BILL RYAN
KPIX, San Francisco



HILDA WOHRMEYER
WOWO, Fort Wayne



JANET BYERS
KYW, Cleveland

ACTION?



CHICK KELLY
WBC Assistant National
Promotion Manager



DAVE PARTRIDGE
WBC National
Promotion Manager

A big audience is only *part* of the battle—you want an audience that gets up off its money and *buys*. Which is where our *Promotion Managers* come in. Westinghouse Broadcasting's Promotion Managers help build *loyal* audiences for WBC stations—audiences that believe what they hear because they believe in WBC.

Tell you what—if you can't get audience action from WBC top audience, top ratings, top talent, top programs, in top markets with top coverage—sparked by TOP PROMOTION—then, save your money, it can't be had!

But if thousands of big and small advertisers are any criterion, it *can* be had on WBC. So, if you're looking for more audience action, call A. W. "Bink" Dannenbaum, WBC Vice-President—Sales, at MUrray Hill 7-0808, New York.

No Selling Campaign is complete without the WBC Stations

WESTINGHOUSE BROADCASTING COMPANY, INC.



RADIO
BOSTON—WBZ+WBZA
PITTSBURGH—KDKA
CLEVELAND—KYW
FORT WAYNE—WOWO
PORTLAND—KEX

TELEVISION
BOSTON—WBZ-TV
PITTSBURGH—KDKA-TV
CLEVELAND—KYW-TV
SAN FRANCISCO—KPIX

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

Support the Ad Council Campaigns



How do your costs per sales call compare with these figures?

Of course you know that the cost of sales calls has risen . . . but do you know how much higher they are? A survey of 153 companies selling to business and industry has recently been completed. It reveals what has happened in the past ten years.

Adding salaries, commission, bonuses, travel and similar expenses, and dividing this by the number of actual calls reported by salesmen themselves, shows that the average cost of an industrial sales call has risen from \$10.72 in 1945 to \$17.29 in 1955.

Compare this figure with the pennies per call that it costs to contact a reader of business publications. In other words, you can present your sales message to over a thousand known and unknown prospects

at once for less than the cost of one sales call.

We're not suggesting that business publication advertising will replace the salesman. It is not intended to. It is a sales tool that saves your salesman's time on the preliminary steps to a sale. By telling prospects what you make, how it can help them, why it's a better choice, such advertising gives the salesman more time for the important job of discussing specific product applications and closing sales.

If you are interested in increasing the effectiveness of your salesmen, our 20-page booklet, "Mechanizing Your Sales with Business Paper Advertising," may provide the answer to your problem. Your McGraw-Hill man will be glad to give you a copy without cost.

McGraw-Hill

PUBLISHING COMPANY, INCORPORATED



330 West 42nd Street, New York 36, N. Y.



More than a million men in business and industry pay to read McGraw-Hill business publications

LETTERS

Cost per call can be extremely misleading, however. We hesitate to give averages because averages can be abused in use. We suggest an average of this sort only as a very rough guide and to be used only in connection with many other factors.

Service—To Stay In Business

EDITOR, SALES MANAGEMENT:

We have read the very interesting article "New Service Center Speeds Shipments, Cuts Handling Costs" (Aug. 17, p. 30).

While we realize this deals with domestic operations only, its one great advantage is service to the customer.

Service today seems to be the "by-word" or "battle cry" in all types of business interested in staying in business and create the demand for continued supplies through them.

We are a subsidiary of the parent company, engaged primarily in export sales.

While over-all handling of export orders is quite different from the domestic business, we know too that service is just as necessary in completing a customer's order 10,000 miles away as it is 10 miles.

In your survey of different business methods, approach and routines, have you come across any company in the export field that has been able to refine its order handling through punched tapes and cards, which accordingly reduces hand operations to a minimum and speeds up order handling and processing?

Our present system, while using teletypes and telex in its operation, still requires several steps of manual operation. This, of course, reduces the speed of handling.

J. C. Moeller

Office Manager
Dow Chemical International
Limited
Midland, Mich.

► See "Mechanization of the Modern Sales Department," Part I: Communications, Dec. 15, 1954, and Part II: Data Processing, Jan. 1, 1955. Also, "Braniff Offers Free Consulting Service on Latin American Markets," Jan. 1, 1956.

Agree or Disagree?

Your letters are welcome, commenting on things you like or dislike in SALES MANAGEMENT. Write to Editor, SALES MANAGEMENT, 386 Fourth Ave., New York 16, N. Y.

SAN DIEGO IS BIGGER!

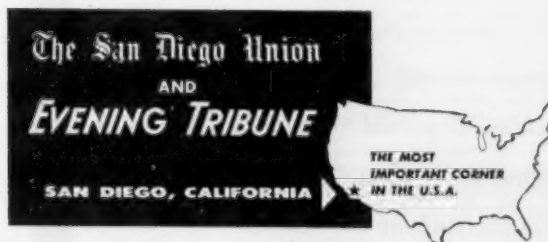
top 10%

Now — San Diego ranks among the top 10% of all Metropolitan County Areas in both population and total retail sales!

Of the 262 Metropolitan County Areas, San Diego is twentieth in population, and twenty-sixth in total retail sales.*

Sell this big, *quality* market — at the lowest cost per sale — through the saturation coverage offered by the San Diego Union and Evening Tribune.

*Data copyrighted 1956 Sales Management Survey of Buying Power, further reproduction not licensed.



COPLEY NEWSPAPERS

15 "Hometown" Newspapers Covering San Diego, California — Northern Illinois — Springfield, Illinois — and Greater Los Angeles
... Served by the COPLEY Washington Bureau
and the COPLEY News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

Get your copy of "The New Philadelphia Story." It is a documented study of this changing market, spotlights the important part played by the new Philadelphia Daily News. Tells how to sell the entire Delaware Valley, instead of only Philadelphia and environs. Shows how to add lush cities, where no Philadelphia daily begins to match "hometown" circulation. Free! Cities like Trenton and Camden, New Jersey. Wilmington, Delaware. Norristown, Chester, Allentown.

**PHILADELPHIA DAILY
NEWS**

**Faded NEWS
in 2 Minutes**

New twist on the

GATTHERO & GLOVER, prom-
ised transfer and final merger
of Philadelphia Daily News,
Sunshine children of Sunco.

NAMED HARRY T. SAYLOR, presi-
dent, former Sunco president, after
David L. Fisher, general manager.

MANAGEMENT TEAM counts on
high financial standing, higher
than other newspapers in the
East and Philadelphia Record and
Eagle better for United Future
Investments.

... ..

AMERICAN COMBUSTIBLE managing
and sales vice president, former
American Petroleum Institute
accountant and managing editor.
Says he will be "in charge."

... ..

POLSKY WAS AN EMBROIDERER SAG:
Admits Philadelphia Record was
his career. Says he has been
in the business since 1908.

... ..

HUGHES REAPPROVED various in-
formation from sources who
said he had been in the
business since 1908.

... ..

NEW PUBLISHING contract for publica-
tion Spring 1968. One Daily News
company would be merged with the
other two companies.

... ..

SAYS TRUCKERS TO service Reg-
is distribution area.

... ..

ADVERTISING OF THE ADVERTISING IN-
dependent Daily Times of Miami
advertising executive, a veteran of the
Daily News who staffed one of the
pioneering divisions in the country.

... ..

CLASSIFIED ADVERTISING DE-
partment will have
general manager and veteran ad-
vertising executive.

... ..

OFFENSIVE NATIONAL sales man-
ager will be in charge of
continuation of nationwide adver-
tising campaign. Says he has
been in the business since 1908.

... ..

DISCUSSES RELATIONSHIP com-
pany operating all news media.
Says he has been in the business
since 1908.

... ..

"SEE THE MOST DIFFERENCE"
advised on ways to change his firm's
image. Says he has been in the
business since 1908.

... ..

NEW FEAT BE ADOPTED to expand
local and area news coverage. Says
he has been in the business since
1908.

... ..

A VENTURE WAS BORN. The
News came about in 1968.

**Philadelphia
Story ...**

... with a happier ending (for YOU)

**See the
bright
difference!**

LOOK WHAT'S HAPPENING IN PHILADELPHIA!

*Call your nearest
Reynolds-Fitzgerald office or
mail coupon for your free copy.
Get the facts about the new
Philadelphia Daily News and
you'll "see the bright difference"
in sales!*

PHILADELPHIA DAILY NEWS, Department JC, Phila. 1, Pa.

I would like to have a **FREE** copy of "The Philadelphia Story" with documented facts on the new way to sell the entire Delaware Valley.

NAME _____

ADDRESS _____

CITY	ZONE
------	------

STATE _____ PHONE _____

SALES MANAGEMENT

WORTH WRITING FOR...

Modern Marketing

Here are two "keys" to a new approach to marketing and distribution. At a conference sponsored by the National Industrial Conference Board, Charles G. Mortimer, president of General Foods Corp., delivered an address which is said to give promise of changing business thinking in this field. The full text of his address is now available in booklet form. His thesis is that there is, with many products and services, "no longer any point where production leaves off and marketing begins nor where marketing leaves off and distribution begins." He cites as the first "key" to an understanding of modern marketing, A. W. Shaw's classical concept of motion as the common denominator of production. He describes as the second "key" the ten conveniences which the American public has come to expect when purchasing goods and services. One section of the booklet is given over to the practical application of these two "keys" to the problem of keeping any type of business growing—and operating properly—under today's sharp competitive conditions. It is based on a creative question technique which can be used not only by the professionally creative people in an organization but by executives and departments heads. For a copy of "Two Keys to Modern Marketing," write to Charles G. Mortimer, President, General Foods Corp., White Plains, N. Y.

Newspapers and People

The role newspapers play in the daily lives of their readers is analyzed in a motivation study by Social Research, Inc. Reported to be the first study to be made by a whole medium about a whole medium, it presents a spontaneous evaluation of newspapers from the reader's own point of view. A total of 604 people were interviewed in three cities, in Iowa, Kansas and Ohio. Among the major conclusions: People identify themselves with the community through newspapers. The newspaper helps a person to guard against feeling isolated. The newspaper represents authority in an acceptable form. Teenagers take the newspaper seriously. The stereotyped notion that advertising (in all media) is persuasive in a high-pressure way, is not attributed to newspaper advertising. One of the

reasons newspaper advertising functions so successfully in relating consumer to product is that it provides a daily record of economic activity and fluctuations. For the full text of "The Functions of Newspapers for Their Readers," write to Samuel Rovner, Public Relations Manager, Bureau of Advertising of the American Newspaper Publishers Association, Inc., 570 Lexington Ave., New York 22, N. Y.

Project Information

It is based on 114 different studies of radio stations in 32 markets reaching over 46% of all radio homes, and television stations in 25 markets reaching over 44% of all television homes. The market data include both "market" stories and "station" stories, each featured by station contour maps, pictures and all types of sales figures. Other features include individual market weather conditions, college enrollments, plus a list of all retail outlets, and a list of competing broadcasting stations as well as pertinent information on local newspapers. The radio market stories will be distributed in complete sets. The television counterparts, designated as "Sellers Handbooks," are profusely illustrated and plastic bound—one complete volume for each market. For your copies, write to H. Preston Peters, President, Peters, Griffin, Woodward, Inc., 250 Park Ave., New York 17, N. Y.

Cincinnati Business Centers

Increased population, economic prosperity, and a wider selection of goods and services have brought about considerable growth in this city's outlying business centers during the past quarter century. This is brought out in an extensive study made by William Applebaum, consultant to the food industry and to the Harvard Business School, and Bernard L. Schapker, marketing research consultant, a member of the marketing family of the University of Cincinnati, and a director of Burgoyne Grocery & Drug Index, Inc. With few exceptions, the business centers have become larger, and a number of new centers have emerged. Average business frontage per store has increased for most types of stores. There are striking changes in the number and types of business establishments lo-

A BIG STRIDE FORWARD!

by
John Pepper
and
Bert Ferguson



The largest segment of America's Negro population has taken a big stride forward to top position as the nation's highest paid, per capita wage earners, in the colored category. And WDIA has taken the big stride forward with these 1,237,686 Memphis Negroes, to create the most gigantic market of its kind in the United States!

Seven League Boots

Memphis Negroes are surging forward to a new level of living... a new standard of quality and quantity. WDIA has put on Seven League Boots in the form of 50,000 watts to keep in step with the economic stride of the Memphis Negroes. WDIA is keeping abreast of development with specialized programming and a staff made up of Negroes. Negro performers... entertainers... announcers. Negroes elevated to stardom, who promise a bright future for tomorrow, with advanced thinking—but, who give a sense of security, in a changing world, with familiar tradition, voices, and music.

One Medium

WDIA is the one workable advertising medium for this Negro market. Space advertising and TV time are unable to contact this mammoth market. WDIA—and only WDIA—with its 50,000 watt coverage and its exclusive Negro specialization can sell your brand of goods on a giant scale. They do the job for:

Carnation Milk... Arrid...
Kroger Stores... Folger Coffee
... Budweiser... Tide

For factual information on how WDIA can merchandise your brand in this great, growing market, write a request, on your letterhead... also, ask for a bound copy of "The Story Of WDIA!"

WDIA is represented nationally by
John E. Pearson Company.

John Pepper
JOHN PEPPER, President

Bert Ferguson
BERT FERGUSON, General Manager

Harold Walker
HAROLD WALKER, Commercial Manager

everything's moving up in the

POPULATION

Growing four times as fast
as the rest of the country!

DISPOSABLE INCOME

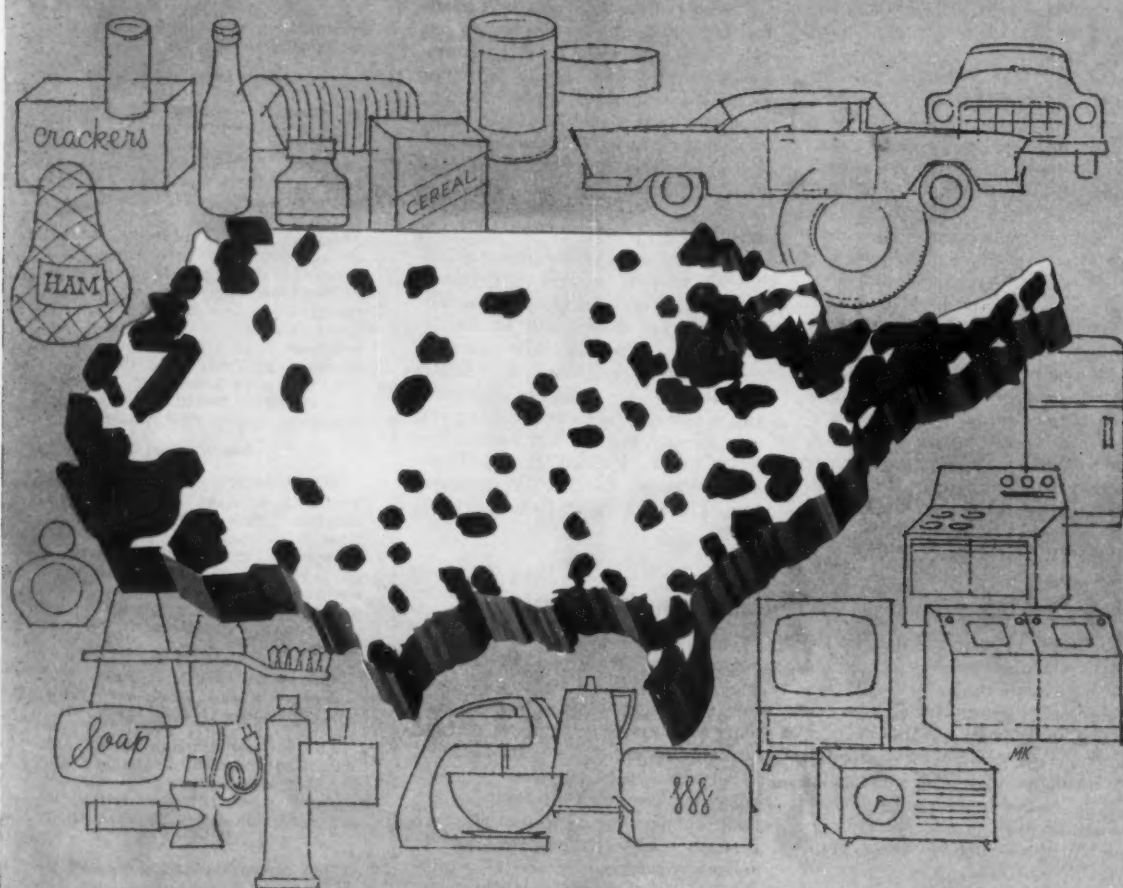
Nearly 75% out of every \$1.00 circulates here.

PURCHASING POWER

Seven out of every ten retail
dollars cash-registered here!

SUPER MARKETS

Eight out of every ten super
market dollars spent here!



CARS

Seven out of every ten
new car sales made here!

APPLIANCES

More than seven out of ten dollars
spent for "white goods" rung up here!

DRUGS

More than seven out of
every ten dollars of retail
drug sales made here!

BLUE GROUND OF SALES!

**Of vital importance to advertisers right now,
the Blue Ground continues its rapid growth pattern!**

Today's expanding national market is creating a gargantuan buying potential.

Think of it! A new person added to our population every 11 seconds! A new city the size of Tampa, Providence or Syracuse added every month! A new state as big as Washington, Louisiana or Maryland added every year! Twenty-eight million more Americans predicted by 1965!

And where is the bulk of the phenomenal growth occurring? In the vital Blue Ground of Sales. Population in the Blue Ground is moving ahead *four times as fast* as in the rest of the country! Each day the concentration of people, payrolls and profits become more intense.

Consisting of a mere 12% of the 3,073 total U. S. counties, the Blue Ground contains the concentrated buying power of the entire nation. Eight out of every 10 super market dollars are spent here. Seven out of every ten dollars that pass across retail counters are cash-registered here.

To succeed in today's rapidly expanding but highly competitive retail market, you *must* mass your advertising where the mass of consumer buying lies — in the vital Blue Ground of Sales.

The American Weekly penetrates the Blue Ground of Sales more deeply than any standard national magazine — weekly, bi-weekly or monthly. Vast majority of its huge free-spending audience of over 10 million families lives in Blue Ground counties.

Collectively, these people represent a market which single handedly could absorb the output of most industries.

They spend over \$9 billion a year for food. Own and operate about 8.9 million cars. Over 6 million of them own the dwellings they occupy. All are constantly purchasing the necessities of living and the luxuries which make it worthwhile.

Want to know more about the Blue Ground of Sales? Call your American Weekly representative, and write for the reports listed below.

SEND FOR THESE NEW BLUEPRINTS FOR INCREASING SALES

Surveying for Buying Power

An up-to-the-minute analysis of Blue Ground buying potential.

Super Highways to Sales

A county-by-county evaluation of super market strength.

New Measures of Super Markets

Weighs individual store importance in 109 cities.

Super Market County Map of U. S.

Shows relative worth of all counties according to super market concentration.

Compound Interest from Investments in Color

How to get the most for your color advertising dollars.

Anatomy of the Family Market

Personal characteristics and household possessions of American Weekly readers.

The AMERICAN WEEKLY

Serving more than 10 million families

THE AMERICAN WEEKLY, 63 VESEY STREET, NEW YORK 7, N. Y. • ATLANTA • BOSTON • CHICAGO • CLEVELAND • DETROIT • LOS ANGELES • SAN FRANCISCO

ALBANY TIMES-UNION • BALTIMORE AMERICAN • BOSTON ADVERTISER • BUFFALO COURIER-EXPRESS • CHICAGO AMERICAN • CINCINNATI ENQUIRER • CLEVELAND PLAIN DEALER
COLUMBIA, S. C. STATE • CORPUS CHRISTI CALLER TIMES • DALLAS TIMES HERALD • (DENVER) ROCKY MOUNTAIN NEWS • DETROIT TIMES • HOUSTON CHRONICLE
HUNTINGTON, W. VA., HERALD-ADVERTISER • KNOXVILLE JOURNAL • LOS ANGELES EXAMINER • MIAMI HERALD • MILWAUKEE SENTINEL • NEW ORLEANS ITEM • NEW YORK
JOURNAL-AMERICAN • PHILADELPHIA BULLETIN • PITTSBURGH SUN-TELEGRAPH • PORTLAND OREGONIAN • ST. LOUIS GLOBE-DEMOCRAT • ST. PAUL PIONEER-PRESS • SAN ANTONIO
LIGHT • SAN FRANCISCO EXAMINER • SEATTLE POST-INTELLIGENCER • SYRACUSE HERALD-AMERICAN • TAMPA TRIBUNE • WASHINGTON POST & TIMES-HERALD • WICHITA BEACON

Good salesmen are made, not born!



*Air travel...
the No. 1 prize!*

For building real star salesmen, there's nothing like the offer of a millionaire's vacation to Paris or San Francisco, Acapulco or Bermuda. Air travel keeps your group together, brings them back to work sooner and provides an incentive that no other award can beat. You can be sure that everything will go pleasantly and smoothly, when you use the world-wide facilities of Cappel, MacDonald and its associates...

AMERICAN AIRLINES
PAN AMERICAN

AND Cappel, MacDonald incentive plans have helped to mold many a top drawer salesman!

These plans are primarily designed to solve sales crises and produce immediate gains in volume. Yet long range results can be even more important to your company. Professionally-planned incentive campaigns tend to build in a man the most important ingredients for sales success: Know-how, drive, self-confidence.

C-M bounces men out of ruts!

When Mother and the children say, "Dad, win us this", even the happy-go-lucky type will dig in and study those tips on salesmanship. He'll work as he never worked before, and he'll beat his own record.

When the campaign is over, he won't forget the know-how he's learned. He won't lose the hard-driving habits he's built. He'll never go back to the same old rut.

Here's what one C-M client says:

"Our sales showed a substantial increase in a period when the trend of all automobile sales was down," reports a leading manufacturer. "The effects of the campaign were much more far-reaching than the immediate return... morale was greatly stimulated, selling work was increased... most important, they demonstrated to themselves how much extra business could be secured with aggressive, intelligent selling."

How do we get such results?

C-M plans succeed where other sales promotion methods fail because they apply pressure from the inside—through your men and their families—a far sounder method than table-pounding or other external management pressure. They succeed because they are designed by specialists who know exactly how, when and where to apply this pressure... because they are run by an outside staff which handles the campaign without disrupting your department's vital work.

What does this service cost?

Not one extra penny! A 400-man staff—prize buyers, trip arrangers, artists, writers, clerical and shipping help—is paid by normal distributor and travel agency discounts. You pay wholesale prices for merchandise, carrier-resort rates for travel, actual cost of printing promotion material.

Just tell us your objectives, approve the plan, then get ready to count up both immediate and long-range profits.

Get the facts now...



If you want to start building sales now, phone the nearby C-M office.

If your interest is long-range, you'll find tips on motivating men in our free brochure, "Who's Selling Who". Write on your letterhead to CAPPEL, MACDONALD AND COMPANY, DEPT. R-11, DAYTON 1, OHIO.

CAPPEL, MACDONALD AND COMPANY

Dayton, Ohio... Offices in principal cities, Canada and Europe



MERCHANDISE AND TRAVEL INCENTIVES

cated in outlying business centers. Shopping goods stores show the greatest gains. Manufacturing and wholesaling, non-existent in 1931 in outlying business centers, have become a significant part of the establishments in these centers. For your copy of "A Quarter Century of Change in Cincinnati Business Centers," write to Joel Irwin, Promotion Manager, *The Cincinnati Enquirer*, 617 Vine St., Cincinnati 1, O.

Broadening Marketing Horizons

There are new challenges for sales management in these reports of the experience of company executives: The Changing Profile of the United States Market by Vergil D. Reed, vice-president and associate director of research, J. Walter Thompson Co.; Expanding Sales Opportunities in Foreign Markets by A. F. Waters, vice-president of the Radio Corporation of America and operations manager of RCA International Division; The Switch from a Sales to a Marketing Concept by A. A. Tøgesen, vice-president in charge of marketing, Bulldog Electric Products Company Division, I-T-E Circuit Breaker Co.; Has Advertising Kept Pace with Changing Sales Methods? by Edward G. Gerbic, vice-president in charge of merchandising and advertising, Johnson & Johnson; Creative Marketing — a Key to Sales Success by Curtis H. Gager, vice-president-sales, The Coca-Cola Co. A copy may be obtained (price, \$1.75) by writing to Donald G. Kean, American Management Association, 1515 Broadway, New York 36, N. Y.

Food Store Sales

A food store panel conducted by A. C. Nielsen Co. in Greater Cleveland (Cuyahoga County) reports on these commodity groups: cake mixes — white, yellow, devil's food, angel food and all other; margarine-butter; non-fat dry milk; coffee — regular, soluble, decaffeinated; frozen food products — juices, fruits, vegetables, meat pies; dog food — wet type, dry type; detergents — liquid and synthetic. Detailed are sales volume and shares by brands; distribution, average inventory and average sales per store handling and many other facts. All are presented by store types (corporate chain vs. independent) and by upper and lower economic halves of the County. For the detailed reports of all the commodity groups, write to E. J. O'Connor, National Advertising Manager, *Cleveland Plain Dealer*, Cleveland, O.

the Oregonian...



REACHES MORE WOMEN!

...with
circulation
LEADERSHIP

51,309

TOTAL DAILY
CIRCULATION LEAD
OVER 2ND PAPER

City Zone Lead — 12,189
City & RTZ Lead — 19,874

...with
advertising
LEADERSHIP

8,564,311
LINES

TOTAL ADVERTISING LEAD
OVER 2ND PAPER
Year: 1955

Retail Lead — 3,312,727 lines
General Lead — 1,242,320 lines
Classified Lead — 4,009,264 lines

Largest Circulation in the Pacific Northwest

233,219 Daily
296,260 Sunday

THE Oregonian
PORTLAND 1, OREGON

Sources: ABC Publishers' Statements for 6 months ending March 31, 1956; Media Records total advertising, less AW and TW, 1955.

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, INC.

New survey reveals that an average issue of Reader's Digest is read more than 168 million times

In the Digest's 32-million audience, the average person reads his copy at least five times.

Advertisers can now evaluate magazines by "exposure days"

Now for the first time, seven of America's leading publications have been examined to determine the number of days on which an average issue is exposed to its readers.

This is an important new measurement of a magazine's value to the reader—and to the advertiser.

In one of the largest, most comprehensive studies of markets and media ever made, Alfred Politz Research, Inc. has disclosed this fact . . .

A single copy of Reader's Digest, on the average, is picked up and read not just once—but more than five times by each reader.

Digest has most "exposure days"

To measure the number of "times" each person reads the same magazine, Politz has counted the number of different days on which the reader picks up and reads the magazine. He has found that each reader, on the average, turns to his copy of Reader's Digest on 5.3 different days.

These 5.3 "reading days" per reader, multiplied by the Digest's 32 million readers per issue, give a total of 168 million "exposure days." This represents the minimum total number of "exposures" for a single issue of this magazine. This is more than three times the number of

"exposure days" found for any other publication studied.

Here are the seven publications measured in the study:

- Reader's Digest
- Life
- Saturday Evening Post
- Look
- McCall's
- Good Housekeeping
- This Week

What does this mean for business?

It means that when you run a sales message in Reader's Digest, you have at least five opportunities to catch the eye of the average reader.

You know that your issue will be read by more people more often than an issue of any other magazine measured.

Send for New Politz Study

The Politz report, "A Study of Seven Publications," reveals total audiences, number of reading days and total "exposure days" of the magazines. For a copy, write Reader's Digest, 230 Park Avenue, New York 17, N. Y.

Other facts revealed to help business sell more customers

From this latest study, American business will also have significant new marketing information on the great mass of high-income consumers reached by these magazines—including the largest one, Reader's Digest. For example . . .

Nation's largest reading audience is nation's largest sales market

32 million people read an average issue of Reader's Digest. This is the largest audience ever attracted to a magazine.

Nearly one-fourth of the nation 10 years of age and older reads the Digest each month—more people than the combined populations of the 30 largest U. S. cities.

Over one-third of the high incomes are in Digest families. Among all people in U. S. households with annual earnings of \$7,000 and over, 37.4% are Digest readers.

Nearly a third of the total market for new cars, many household appliances and other products and services is provided by Digest readers alone—more total purchasing power than can be found among the readers of any of the other magazines.

Nation's largest magazine circulation

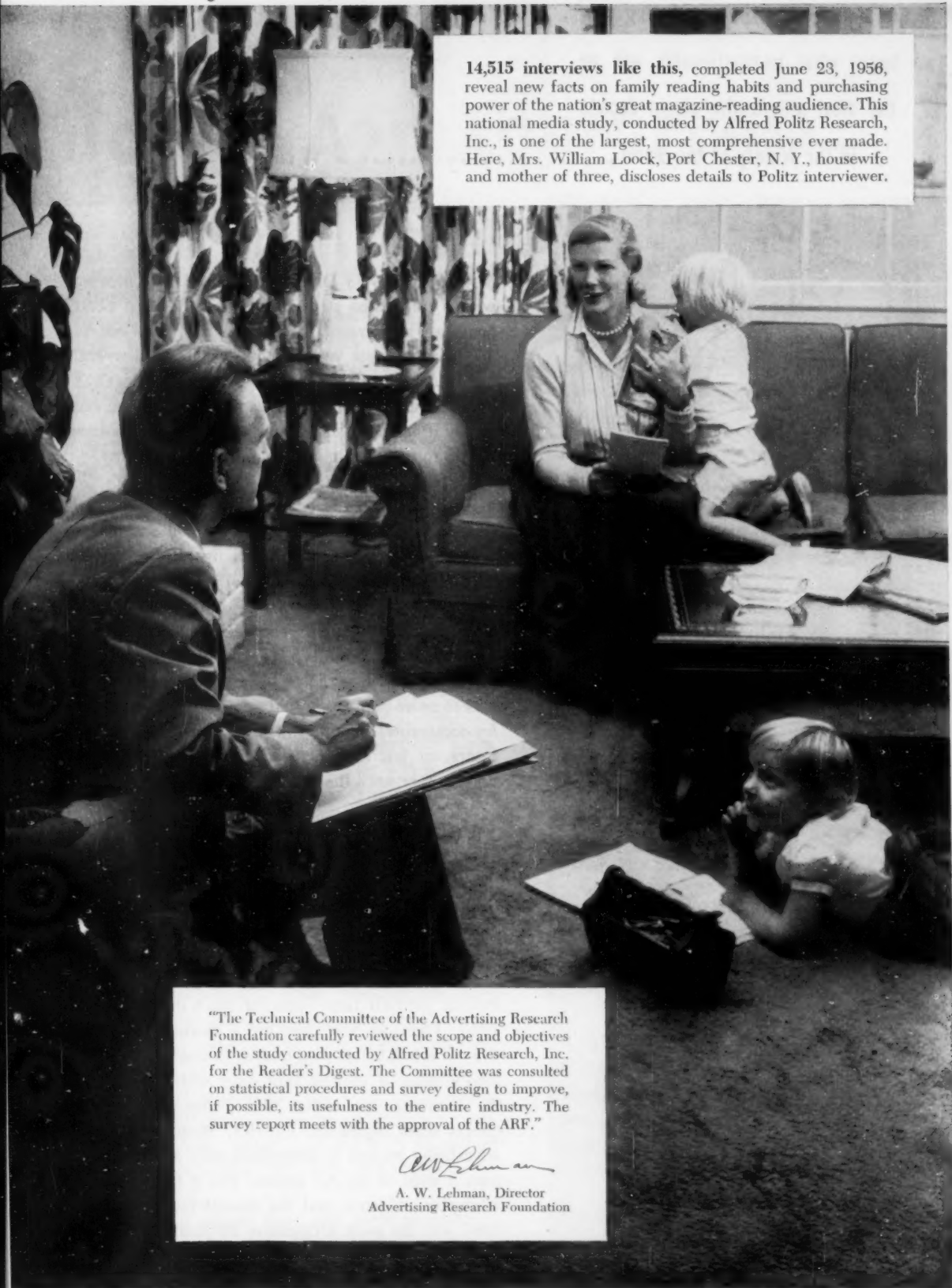
Reader's Digest net paid circulation is 11,024,410—largest ABC circulation of any U. S. magazine. It represents a growth of 788,353 copies per issue over the comparable period a year ago when the Digest first began to accept advertising.

Lowest advertising cost per copy

Of the leading magazines, Reader's Digest offers the lowest "cost per page per 1000 circulation." With about 3 readers per copy and more than 5 "exposure days" per reader, the Digest is unmatched by any publication in total audience and total exposures.

People have faith in **Reader's Digest** . . .

The Nation's Largest Magazine Audience



14,515 interviews like this, completed June 23, 1956, reveal new facts on family reading habits and purchasing power of the nation's great magazine-reading audience. This national media study, conducted by Alfred Politz Research, Inc., is one of the largest, most comprehensive ever made. Here, Mrs. William Look, Port Chester, N. Y., housewife and mother of three, discloses details to Politz interviewer.

"The Technical Committee of the Advertising Research Foundation carefully reviewed the scope and objectives of the study conducted by Alfred Politz Research, Inc. for the Reader's Digest. The Committee was consulted on statistical procedures and survey design to improve, if possible, its usefulness to the entire industry. The survey report meets with the approval of the ARF."



A. W. Lehman, Director
Advertising Research Foundation

With the start of the 1957 marketing year
we begin what unquestionably will be
the most progressive single decade
in the history of the world

Are You



MARKETING IS ON THE MOVE! It is moving with a quickened step. Its newly automated heart beats an accelerated staccato as it strides out of 1956 into a new year, a new decade, a new era. Left behind are yesterday's markets, yesterday's products and yesterday's sales methods. Spread out before it is a new year, a new challenge and an economic future that has no counterpart in history.

You, as a marketing executive, are probably busy this very day preparing for 1957. You are ready, or almost ready, to meet the competition of products and ideas the new year will spawn. But, have you also thought about 1958? 1960? Or a full decade ahead to 1967? Ten years from now your job will carry even more responsibility. Your company will be bigger. You'll be selling more products to more people. Should you start planning now for tomorrow? Should you focus your mind on the future, or just let the succeeding years blend into one another until the future is here?

Everything is in a state of growth, in a state of change in this dynamic economy of ours. You can't readily perceive the difference in a single year's time, but the accumulation of changes over a five- or 10-year period might give you pause.

Project yourself now—just for fun—into the year 1967. Then, as now, you are a marketing executive—a much better paid one, of course. Your company's sales, if they've kept pace with the rest of the economy, are about 50% better. Your sales quotas seem unrealistic by 1957 standards. Your advertising budget is proportionately much larger than it used to be. All around you is tangible and intangible evidence that the decade from 1957 to 1967 was the most progressive 10 years in the history of the world. And you, by planning ahead, have progressed right with it.

Ready for Tomorrow?

If you are the reflective type, it will seem almost impossible. As an individual consumer, with a marketer's mind, you are likely to note that your family "needs" in 1967 were only "dreams," not even "wants," 10 years before. You'll be living the better life.

You will be spending more time with your wife and children in 1967. You probably won't take advantage of the 30-hour week that the factory worker will enjoy, but even as an executive you'll want to and will be able to accomplish your work in fewer hours each day. You will take two, maybe three, vacations a year. This will be a fringe benefit to which you, as a corporate executive, will be entitled. In fact, you'll be urged to break up your work-year, giving your mind and body a chance to recharge.

Where will you go to relax? Just about any place in the world! No spot on the globe will be more than a night's sleep away by air. You'll be able to stay in a first-class hotel in Bangkok or Rio, Bombay or Tangier. You'll be able to week-end in Paris or Panama. Travel folders will be irresistible!

You will travel by car more than you do now. The government's 41,000-mile highway program will be nearly completed by then and a supernetwork of superhighways will make long-distance auto travel more pleasurable. Your automobile, itself, will be lower, wider, longer. Out on the open road you'll cruise at 80 to 100 mph in comparative safety. Radar brakes and the car's lower center of gravity will make collisions and roll-overs less likely. In the city, where most of 1967's 90 million cars will meet, traffic will still be a problem.

However, a decade from now you'll probably be an even more suburban suburbanite. You are likely to live 60 to 80 miles from your

office. Rather than drive you'll be among the first users of the expensive but fast heli-bus. Perhaps you will commute on a swift monorail train. Or possibly, with the shorter work week, you'll maintain two residences—one near the office, the other an hour's heli-flight away.

Tomorrow, in addition to becoming a new air age, will see electronics playing a tremendous role in our business and private lives. Already we have business machines that read and write, and the "old" ones that do arithmetic are capable of measuring markets or Saturn's moons with equal aplomb. RCA's "Bizmac," for instance, can "remember" 100 million facts and can "read" and "write" electronically at the rate of 2,000 words per second.

You will be able to have wall-hung, wall-size color TV sets in several rooms, with the major receiving apparatus hidden in a small box in a remote closet. Television, as a medium of communication, will be used daily in educating your youngsters. You will use it for sales training, for intercity conferences, for showing your product to distant prospects. Industrially, it will permit central supervision of whole factories or complete processes. Electronic equipment will select, test, check, store and dispatch both raw materials and finished products. Data-processing machines will reduce office paper work and speed up the assembling of facts.

By 1967, every man, woman and child in the United States will have a punched card counterpart in hundreds of government and business offices. The statistical sciences will be many times more reliable and your efficiency as a marketer should be greater.

Electronic heating and cooling systems—devoid of moving parts—will give you new quiet and comfort at home and in the office. Electro-luminescent

materials—which emit light on application of electronic current—will have revolutionized lighting.

It will be a wondrous world in 1967 . . . atomic-powered ships and trains—maybe planes . . . solar generators in newer dwellings eliminating electric lines from streets . . . new and tastier processed foods, including fresh-processed delicacies from far-off places . . . transistor radios on every wrist . . . new knowledge of space, of cosmic rays, of the universe . . . everything from kisses to knishes will come in aerosol cans . . .

Your problems as a marketing man will be infinitely greater in 1967! Of course, you'll be flanked by fact-assembling machines and fact-interpreting men, but the decisions you make will be farther reaching than those you make today. Competition will be tough and scientific. Maintaining share-of-market will be a heavier task. New-product introduction will be extremely expensive. But, with bigger markets and bigger potentials your opportunities for profit will be greater.

Between now and 1967 you'll learn a great deal about packaging and product design, color and its effective use. This will hold true equally for the purveyor of foods and the maker of industrial boilers. Any product feature—psychological or utilitarian—will have to be played up.

Your advertising will be doing a still more effective job of motivating the consumer. Your sales staff then will have to be a notch above its present standard. It will have to be better trained . . . by you. It will have to be better organized . . . by you. It will have to be better equipped, better led, better paid and properly inspired to do the best job possible.

Gross National Product, now running at an annual rate of \$414 billion, will probably approach \$600 billion in 1967. That is the estimate in 1956 dollars. If prices should rise the dollar value of products and services produced will be higher.

The U. S. labor force by 1967 will increase to about 82 million . . . personal income will rise to nearly \$3,000 for every man, woman and child . . . expenditures by consumers will increase perhaps 60% . . . industrial output per man-hour will go up 35% . . . business expenditures for new plant and equipment may be expected to rise 50% above the current rate . . . in short, the U. S. will take a "giant step" in the coming decade.

Ten years from today—even one month from today—your job and your company will have changed. Our forward-flowing economy demands it. Whether you and your firm are in a higher or lower slot in 1967 depends on what you plan and what you do within each of the next 120 months. Your actions in June affect your sales in December; your actions in 1957 may well determine your corporate health in 1967.

It is extremely important to plan, and plan well, for the immediate marketing year, 1957. That is the purpose of this volume of **Sales Management**. But what you do this year and next should lay the groundwork for selling under the "evolutionized" conditions of 1967 and the years between.

Marketing is on the move and it's moving fast. We've learned in this jet-age to look ahead of where we imagine the plane to be. Similarly, we must give our marketing plans plenty of lead, because **while opportunities come faster these days, they pass more quickly, too!**

Reprints Available

If you are as impressed by this 10-year forecast of national marketing potentials and changes as we hope you will be, perhaps you will want to send a copy of this article to your salesmen, along with a forecast by you of how you believe your company will grow and develop during the same period—with resulting greater opportunities, earnings and satisfaction to the salesmen who are able to keep pace with the company's growth. Reprints are 25c each in quantities up to 100; over 100, the price is 20c each. Address Readers' Service Department, **SALES MANAGEMENT**, 386 Fourth Avenue, New York 16, N.Y. Ask for reprint "Are You Ready for Tomorrow?"

Wherever they go,
they have to eat...



This 12-page advertisement appeared in the September issue of Supermarket Merchandiser and the October issue of Chain Store Age, Grocery Edition

And **LIFE** goes
right along with them

*because LIFE is one thing more of them want
wherever they are. Why? Because LIFE has a
unique way of making people feel the story... of
bringing it home to them... of making them react
to it whether it's:*



MORE EXCITEMENT
IN NEWS
OF THE WORLD


MORE INFORMATION
ABOUT TODAY, YESTERDAY
AND TOMORROW



MORE FUN IN LIFE'S
INIMITABLE BLENDING
OF PICTURES AND WORDS



and...



A most important “MORE”
for you, the grocery retailer,



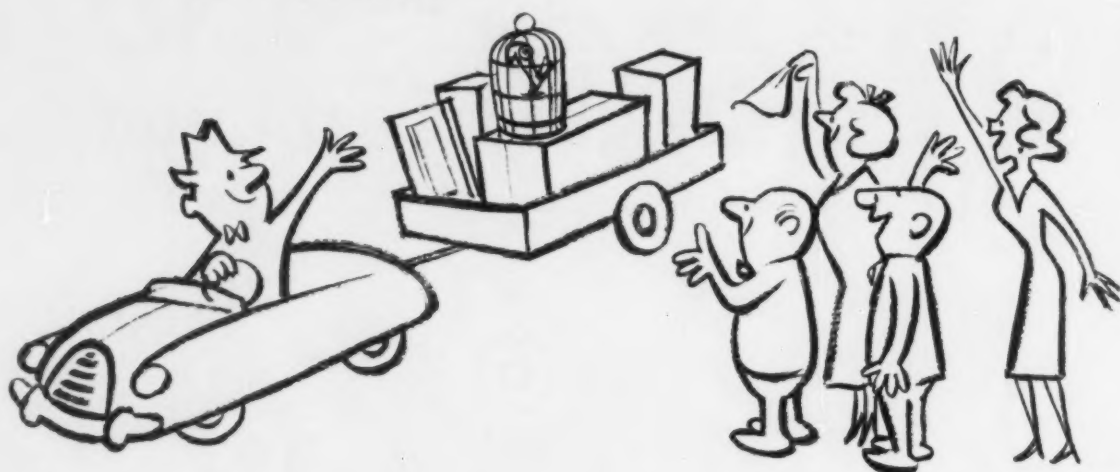
food advertisers invest *more*
for selling in LIFE than
in any other magazine

BECAUSE...



LIFE reaches the largest weekly nationwide market

And with 1 out of 5 people in the United States on the move every year
... this is more important than ever. So, to attract as many of these potential new customers as possible ...



It pays you, the retailer, to feature the LIFE-advertised products they know

because LIFE has the largest circulation and audience
of any weekly magazine. Figures?

LIFE's circulation is 5,714,310

LIFE's weekly audience is 26,450,000

LIFE reaches 3 out of 5 households in the average community in a 13-week period.

That's a powerful lot of people ... and LIFE's pre-selling power among them is huge.

There's prestige and the promise of quality in LIFE-advertised products ... and, best of all, LIFE-advertised brands are old friends that bring people in to buy.

(This applies to the 4 out of 5 people who stay put in your neighborhood, too.)

*What's more ... there are so many
LIFE-advertised products:*



HERE ARE THE PRODUCTS SOLD IN FOOD STORES

in the first ten months of 1956



Food and Food Products
Adolph's Food Products
Adolph's Meat Tenderizer
American Dairy Association
American Home Products Corp.
Chef Boy-Ar-Dee Canned Meals
Chef Boy-Ar-Dee Pizza Pie Mix
American Meat Institute
American Sugar Refining Co.
Domino Cane Sugar
Armour & Company
Armour Bacon & Ham
Atlantis Sales Corporation
French's Mustard
French's Parakeet Food
French's Worcestershire Sauce
Borden Company
Borden's Buttermilk
Borden's Cheeses
Borden's Cottage Cheese
Borden's Ice Cream
Borden's Starlac
California Packing Corporation
Del Monte Catsup
Del Monte Green Beans
Del Monte Pineapple
Campbell Soup Company
Campbell's Frozen Soups
Campbell's Soups
Franco-American Canned Foods
Swanson Frozen Pies
Carnation Company
Carnation Evaporated Milk
Carnation Instant Chocolate Drink
Carnation Instant Milk Friskies
Church & Dwight Baking Soda
Arm & Hammer & Cow Brand Baking Soda
Cling Peach Advisory Board
Comstock Foods, Inc.
Comstock Canned Fruits
Continental Baking Company
Hostess Cakes
Wonder Bread
Corn Products Refining Co.
Karo Syrup
Mazola Oil
Duffy Mott Co., Inc.
Sunsweet Prune Juice
Filler Products Inc.
Filler Bacon Krisp
Florida Citrus Commission
General Foods Corporation
Baker's Chocolate 4-in-1 Instant Cocoa
Birds Eye Frozen Foods
Gaines Dog Meal
Jell-O Gelatin Dessert
Jell-O Instant Pudding

Jell-O Puddings and/or Pie Fillings
Log Cabin Syrup
Post Cereals
General Mills, Inc.
Betty Crocker Answer Cake
Betty Crocker Cake Mixes
Betty Crocker Brownie Mix & Date Bar Mix
Betty Crocker Frosting Mixes
Betty Crocker Pie Crust Mix
Betty Crocker Trix
Bisquick
Gold Medal Flour
Pick-A-Pak
Wheaties
Glidden Company
Durkee's Coconut
Durkee's Margarine
Durkee's Famous Sauce
Durkee's Mayonnaise & Salad Dressing
Durkee's Spices & Seasonings
Gravymaster Co., Inc.
Gravy Master Seasoning
Great Atlantic & Pacific Tea Company
Ann Page Macaroni
Ann Page Mayonnaise & Salad Dressing
Ann Page Preserves
A & P Coffee
Green Giant Company
Green Giant Peas
Niblets Corn
Niblets Mexicorn
Greenwood's Home Style Foods
Greenwood's Pickled Beets
Hawaiian Pineapple Company
Dole Pineapple
Heinz, H. J., Company
Heinz Soups
Heinz Tomato Ketchup
Heinz Baby Foods
Heinz Vinegar
Heinz Beans, Macaroni & Spaghetti
Heinz Pickles
Heublein, G. F. & Brother
A. I. Sauce
Hormel, Geo. A. & Company
Spam
Mary Kitchen Roast Beef Hash
Hunt Foods, Inc.
Hunt's Catsup
Hunt's Tomato Sauce
Hygrade Food Products
Hygrade Franks
Interstate Bakeries Corporation
Dolly Madison Cakes
Kansas City Wishbone Salad Dressing
Kellogg Company
Kellogg Cereals
Kellogg's Gro-Pup Dog Foods

Kitchen Art Foods, Inc.
Py-O-My Ice Box Pie Mix
Lea & Perrins, Inc.
Lea & Perrins Sauce
Lemon Products Advisory Board
Lettuce, Inc.
C7 Lettuce
Libby, McNeill & Libby
Libby Pineapple & Peaches
Libby Peas & Corn
Lowe, Joe Corporation
Popsicle
McCormick & Company
McCormick Seasonall
McCormick Spices & Extracts
McCormick Spices & Seasonings
Mead Johnson & Company
Pabulum Cereals
Milani, Louis Foods, Inc.
1890 Salad Dressing
Minute Maid Corp.
Minute Maid Frozen Fruit Juices & Lemonade
Snow Crop Frozen Fruit Juices
Snow Crop Frozen Fruits & Vegetables
Morton Salt Company
National Biscuit Company
Dromedary Cake Mixes
Nabisco Cookies
Ritz Crackers
National Dairy Company
Kraft Cheeses
Kraft Italian Dressing
Sealtest Ice Creams & Sherbets
Nestle Company, The
Nescafe
Paas Dye Company
Paas Easter Egg Dyes
Pan American Coffee Bureau
Pillsbury Mills
Pillsbury Cake Mixes
Pillsbury Frosting Mixes
Pillsbury Hot Roll Mix
Pillsbury Kit Cake
Planters Nut and Chocolate Company
Planters Peanuts
Procter & Gamble Company
Fluffo Shortening
Quaker Oats Company
Aunt Jemima Pancake Mixes
Puss 'N Boots Cat Food
Rath Packing Company
Rath Black Hawk Bacon & Ham
Rath Black Hawk Pre-packaged Meats
Rath Black Hawk Daintee Ham
Ready-To-Bake Foods, Inc.
Ready-To-Bake Puffin Biscuits
Reddi-Wip, Inc.
Reddi-Wip
Standard Brands, Inc.
Instant Chase & Sanborn Coffee
Royal Gelatin Dessert
Sugar Information, Inc.
Sunkist Growers, Inc.
Sunkist Citrus Fruits
Swift & Company
Swift Sausage
Swift Table Ready Meats
Thayer, Henry, Company
Tempo Meat Loaf Mix

United Fruit Company
Visking Corporation
Visking Casings
Wander Company
Ovaltine
Wesson Oil & Snowdrift Company, Inc.
Wesson Oil
Wilson & Company
Wilson Bacon & Franks
Wilson Ham and Sausage
Wise Potato Chip Company

Confectionery &

Soft Drinks

American Pop Corn Company
Jolly Time Pop Corn
Brach, E. J. & Sons
Brach's Candy
Bubble Up Corporation
Bubble Up
Canada Dry Ginger Ale, Inc.
Canada Dry Mixers & Beverages
Coca-Cola Company
Double Cola Company
Estee Candy Company, Inc.
Dietetic Chocolates
General Foods
Bireley's Orange Drink
Perkins Kool-Shake
Gum Products, Inc.
Jaw Teasers Bubble Gum
Hires, Charles & Company
Hires Root Beer
Life Savers Corporation
Life Savers
Nesbitt Fruit Products, Inc.
Nesbitt's Orange Drink
Pepsi-Cola Company
Pepsi-Cola
Schweppes Quinine Water
Richardson Corporation
Richardson Root Beer
Rosen, E. Company
Tweety Pops
Seven-Up Company
Seven-Up
Squirt Company
Squirt
T-N-T Popcorn Products, Inc.
Vernell's Fine Candies, Inc.

Soaps, Cleansers &

Polishes

Babbitt, B. T., Inc.
Cameo Copper Cleaner
Bon Ami Company, Inc.
New Jet Bon Ami
Breck, John H. Inc.
Breck Shampoo
Cavalier Company
Cavalier Shoe Polish
Colgate-Palmolive Company
Vel
Du Pont de Nemours, E. I. & Company
Du Pont No. 7 Auto Polish
Economics Lab., Inc.
Finish Dishwasher Detergent
Hollywood Shoe Polish, Inc.
Johnson, S. C. Company
Johnson's Carnu
Johnson's Hard Gloss Glo-Coat
Knemark Manufacturing Co.
Esquire Shoe Polish
Lever Brothers Company
Lifebuoy Soap

Rustain Products, Inc.
Zud Rust & Stain Remover
S. O. S. Company
S. O. S. Scouring Pads
Simoniz Company
Simoniz & Kleener
Vista

Beer & Wine*

Anheuser Busch
Budweiser Beer
Ballantine, P. & Sons
Ballantine Ale
Carling Brewing Co.
Carling's Ale
Falstaff Brewing Corporation
Falstaff Beer
Garrett & Company, Inc.
Virginia Dare Wines
Hamm, Theodore, Brewing Co.
Hamm's Beer
Miller Brewing Company
Miller High Life
National Brewing Company
Pabst Brewing Company
Pabst Beer
Schlitz, Joseph, Brewing Co.
Schlitz Beer
U.S. Brewers Foundation, Inc.
Wine Advisory Board

Smoking Materials

American Tobacco Company
Herbert Tareyton Cigarettes
Lucky Strike Cigarettes
Brown & Williamson Tobacco Corporation
Viceroy Cigarettes
Consolidated Cigar Corporation
Dutch Masters Cigars
Muriel Cigars
Cigar Institute of America
Frank, S. M. & Co., Inc.
Kaywoodie Pipes
Larus & Brother Company, Inc.
Edgeworth Smoking Tobacco
Holiday Smoking Tobacco
Liggett & Myers Tobacco Co.
Chesterfield Cigarettes
L & M Filter Tip Cigarettes
Lorillard, P. & Company
Kent Cigarettes
Philip Morris, Inc.
Marlboro Cigarettes
Philip Morris Cigarettes
Spud Cigarettes
Reynolds, R. J., Tobacco Co.
Camel Cigarettes
Salem Cigarettes
Winston Cigarettes
Ronson Corporation
Ronson Accessories

Health & Beauty Aids

American Home Products
Anacin Tablets
Bisodol
Outgro
Aero-Shave & 3-in-1 Oil
American Hard Rubber Co.
Ace Combs
Blistex, Inc.
Blistex Remedy
Block Drug Company
Nytol Sleeping Tablets
Polident
Bristol-Myers Company
Bufferin
Ipana Tooth Paste
Mum Mist
Vitalis

Colgate-Palmolive Company
Cashmere Bouquet Lipstick
Colgate Dental Cream
Colgate Shave Creams
Brisk Toothpaste
Lustre Creme Shampoo
Lustre Net
Commerce Drug Company
Ora Jel
Curtis, Helene Industries, Inc.
Helene Curtis Kings Men
Helene Curtis Suave For Men
Helene Curtis Spray Net
Stopette Deodorant
Distillers Corp. Seagrams Ltd.
Coldene
Fresh Stick Deodorant
Ting Medicated Cream
Ex-Lax, Inc.
Ezo Products Co.
Gillette Company
Toni Red Mirror Promotion
Tip Toni
Toni Silver Curl
Toni Home Permanents
Toni Viv Lipstick
Tonette
Grove Labs., Inc.
Bromo Quinine
Fitch Hair Oil
Fitch Hair Tonic
Fitch Shampoo
Houbigant Products
Cheremy April Showers
Hudnut Sales, Inc.
Richard Hudnut Home Permanent
Ivy Corporation
Ivy Dry
Jergens, Andrew, Company
Jergens Lotion
Johnson & Johnson
Band-Aid Plastic Strips
Surgical Dressings
Baby Powder & Baby Oil
Modess
Tek Hughes Tooth Brushes
Kimberly Clark—Cellucotton Div.
Kleenex Tissues
Lanolin Plus, Inc.
Lanolin Plus Liquid
Lavoptik Company
Lavoptik Eye Medicine
Lavoris Company
Lehn & Fink Products Corp.
Dorothy Gray Cosmetics
Lewis-Howe Company
Tums
Luft, George W., Company
Tangee Lipstick
Maybelline Company
Maybelline Eye Make-Up
Miles Labs., Inc.
Alka Seltzer
Bactine
Tabcin
Mosso, C. A., Company
Oil-O-Sol
Morton Manufacturing Co.
Chap Stick
Murine Company, Inc.
Musterole Company
Nepera Chemical Company
Super Anahist Tablets & Chest Rub
Super Anahist Cough Syrup & Nasal Spray
Northam Warren Corporation
Cutex Beauty Products

Norwich Pharmacal Company
Pepto-Bismol
Olin Mathieson Chemical Corp.
Squibb Sweeta & Angle
Toothbrushes
Squibb Sun 'n' Surf
Pearson Pharmacal Company
Sakrin
Plough Inc.
Gets-It
Mexsana Medicated Powder
Poloris Company
Super Ammident
Potter Drug & Chemical Co.
Cuticura Medicated Soap & Ointment
Procter & Gamble Company
Gleem Toothpaste
Crest Tooth Paste
Lilt Home Permanent
Pin It Home Permanent
Q-Tips Inc.
Revlon Products Corp.
Revlon Futurama
Revlon Kleen & Clear
Ritchie, Harold F.
Brylcream Hair Cream
Rolley, Inc.
Rolley Sea & Ski Tanning Cream
Scholl Manufacturing Co.
Dr. Scholl's Foot Care Products
Sleep-Eze Company, Inc.
Stanback Company, Ltd.
Sta-Rite Ginnie Lou, Inc.
Sta-Rite Hair Accessories
Sterling Drug, Inc.
Bayer Aspirin
Phillips' Milk of Magnesia
Molle Shaving Cream
Strickland, J. & Company
White Rose Petroleum Jelly
Tampax, Inc.
Union Carbide & Carbon Co.
6-12 Insect Repellent
Vick Chemical Company
Vick's Inhaler & Va-Tro-Nol
Nose Drops
Vick's Medi-Mist Nasal Spray
Seaforth
Warner Lambert Pharmaceutical Company
Pro-Phy-Lac-Tic Toothbrushes
Sportsman Deodorant
Sportsman Shave Lotion
Weco Products Company
Dr. West's Toothbrushes
Wildroot Company
Wildroot Cream Oil Hair Tonic
Williams, J. B. Company
Williams Kreml
Williams Lectric Shave Skol
Young, W. F., Inc.
Absorbine, Jr.
Household Supplies
Aluminum Company of America
Alcoa Wrap
American Thermos Products Co.
Thermos Brand Vacuum Bottles, Outing Jugs & Ice Chests
American Tack Company
Saf-T-Hed Thumb Tacks
Anchor Hocking Glass Corp.
Anchorglass
Bridgeport Brass Company

Bridgeport Aer*a*sol Products
Brooklyn Products Sales Corp.
Chem-O-Cel Sponges
Calgon, Inc.
Corning Glass Works
Pyrex
Diamond Match Company
Dow Chemical Company
Saran Wrap
General Electric Company
Photolamps & Sunlamp Bulbs
Gustin-Kramer Company
Gustin-Kramer Ironing Table Pads
Johnson & Johnson Personal Products Corp.
Texcel Cellophane Tape
"Jonny" Mop
Keyes-Fibre Sales Company
Keyes-Fibre Royal Chi-net
Throw-Away Plates
Libbey-Owens-Ford Glass Co.
Libbey Glass
Ohio Match Company
Owens-Illinois Glass Co.
No Deposit Bottles
Pioneer Rubber Company
Bluettes Household Gloves
Royal Lace Paper Works, Inc.
Roylege Shelf Paper
Scott Paper Company
ScotTissue
Scottowels
Scotkins
Seeman Brothers
Air-Wick
Staley, A. E. Company
Sta Flo Starch & Sta Puf Rinse
Tested Papers of America, Inc.
Doubldown Tissue
Westinghouse Electric Corp.
Westinghouse Light Bulbs
Miscellaneous
American Cyanamid Company
Acronized
American Can Company
Canco
The Carter's Ink Company
Cooper, William & Nephews
Pulvex Flea Powder
Eagle Pencil Company
Eastco, Inc.
Scratchex Dog Powder
Electric Companies Advertising Program
Empire Pencil Company
Pedigree Pencils
Faber, Eberhard, Pencil Co.
Freez-King Corporation
Tastee-Freez Ice Cream
King Korn Stamp Company
National Broiler Council
National Dairy Queen
Development Board
Dairy Queen Ice Cream
Paper-Mate Pen Company
Plantabbs Corporation
Polk Miller Drug Company
Sergeant's Dog Care Products
Scripto Inc.
Scripto Ball Pen
Sperry & Hutchinson Company
S & H Stamps
Swift & Company
Vigoro
Top Value Enterprises, Inc.
Vitasafe Corporation



Almost all of the items on the list at the left are stocked by an eminently successful food retailer who attributes his success to the featuring of nationally advertised brands in supermarkets like this.—



Thorofare Merchandising Committee. Left to Right: James G. Lee, Candy and Sundry Buyer; Harry E. Peterman, Advertising Manager; Louis B. Smith, Jr., Executive Vice President, Merchandise Sales Manager; Doran Zimmerman, Soap Supplies and Sundries Buyer; Gilbert Cole, Grocery Buyer; Charles E. Sellers, Purchasing.

THANKS TO FAMOUS BRANDS POLICY, THOROFARE HAS 3.8% NET BEFORE TAXES

Says L. B. Smith, Jr., Executive Vice-President, Thorofare Markets, Inc.:

"Our national brand policy is—stock every item that will sell in turnover quantity.

"Our net of 3.8% before taxes is traceable to famous brands because they give us our high per-store sales average. That means crowds . . . that means low operating costs. And, of course, with nationally advertised brands, acceptance has already been created among consumers.

"We know that LIFE has played a dominant role over the years in creating demand for national brands. Our high stocking of LIFE-advertised products attests to this."



And Thorofare is not alone . . . because all over the country

RETAILERS RANK **LIFE** FIRST

Audits and Surveys Company, Inc. conducted a scientific survey among a wide sampling of retailers in major fields. LIFE led the field—across the board. Here's what grocery retailers reported:

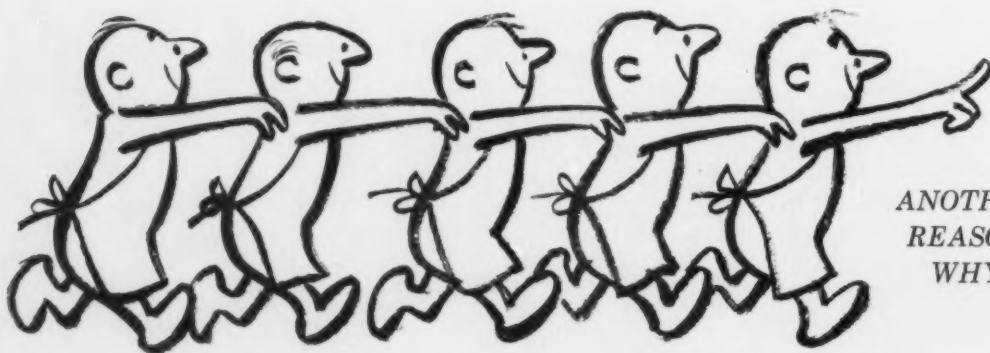


LIFE is their first choice to carry advertising for the products they sell—by 2 to 1 over the next leading magazine.

LIFE is the magazine they report subscribing to or purchasing more than any other magazine.

And, most important, when independent researchers went into the stores to count tie-in displays they found that

BY ACTUAL COUNT—5 TIMES AS MANY grocery retailers use advertising in LIFE for store tie-in displays as use that in any other magazine.



ANOTHER
REASON
WHY

ADVERTISERS RANK



FIRST

Here's how food advertisers have invested their dollars in the 10 leading magazines over the last 5 years—

MAGAZINE	1955	1954	1953	1952	1951
1. LIFE	\$21,894,163	\$21,781,752	\$17,115,420	\$14,673,235	\$12,079,970
2. Ladies' Home Journal	6,069,883	5,587,922	4,514,972	4,436,996	5,243,039
3. Family Circle	5,794,943	6,067,949	6,247,088	5,747,228	4,314,827
4. Saturday Evening Post	5,661,464	5,513,921	5,292,417	5,123,196	4,908,572
5. Look	4,524,438	3,816,990	2,691,307	2,509,367	2,643,738
6. Better Homes & Gardens	4,257,371	3,950,821	4,313,796	3,395,256	3,492,945
7. Good Housekeeping	4,105,985	2,811,113	2,958,007	2,646,823	2,818,200
8. Woman's Day	3,942,887	4,183,328	4,672,871	5,511,377	4,922,570
9. McCall's	3,279,267	3,210,722	2,659,805	2,934,759	2,820,576
10. Woman's Home Companion	2,873,006	2,784,986	3,290,297	2,765,580	3,698,140

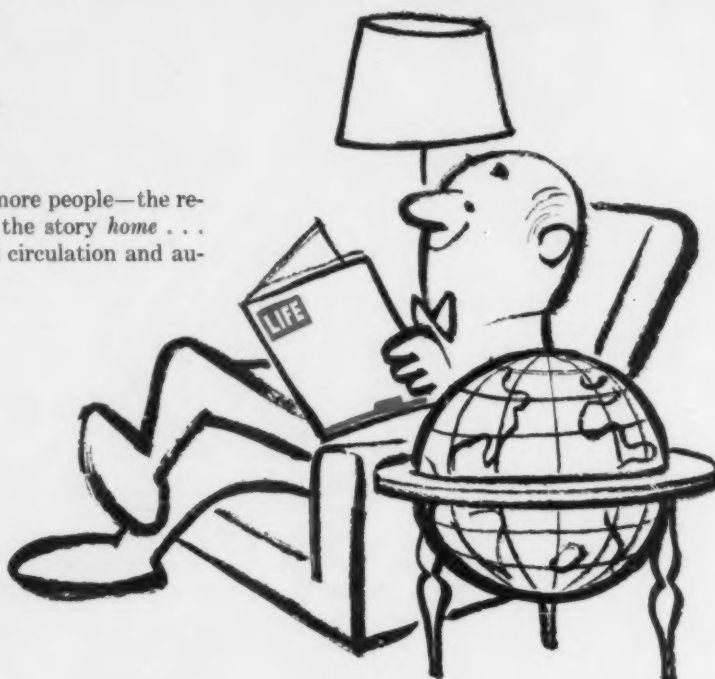
AGAIN →

LIFE IS THE RETAILERS'

because it helps them attract more customers—

HOW?

1. LIFE's editorial power attracts more people—the retailers' customers—by bringing the story *home* . . . that's why LIFE has the largest circulation and audience of any weekly magazine.



2. LIFE-advertised brands are old friends that shoppers recognize wherever they are . . . and with more people moving, it's important to carry brands that they know.



GREAT HELP—WEEK AFTER WEEK

week after week

3. Advertisers of brands that you carry invest far more for selling in LIFE than in any other magazine . . . and more of the brands that you carry are in LIFE.



4. And, incidentally, more retailers like you are using the power of "Advertised-in-LIFE" week after week to increase sales with store tie-in displays . . . because LIFE-advertised brands have proved themselves traffic and sales builders—in food stores all over the country.





So, score a knockout in sales by using
the most effective

1-2-3

punch known:

YOUR STORE

FAMOUS BRANDS

ADVERTISED IN

LIFE



Sources: for audience, *A Study of Four Media*; for household audience, *A Study of the Household Accumulative Audience of LIFE*; for circulation, Publisher's ABC Statement, Jan.-June, 1956.

How to Get the Most from This Issue

In this study of markets, our editors have attempted to strike a balance between subscribers interested in the first-quarter-1957 action, along with the year-long planning problem, and in the gigantic changes which will evolve during the coming decade.

Suppose, before you dig into the primarily factual contributions and predictions of Arno H. Johnson, Dr. J. M. Gould, Dr. Dexter Keezer, and the Metropolitan Area quality-quantity computations—suppose before you do that you relax a bit with such colorful and provocative features as “Are You Ready for Tomorrow?,” the picture story on typical families from the Market Research Corporation of America panel, Dr. Ernest Dichter’s thoughts on the guilt complexes of consumers, and “Phooey on Exurbia.”

Then we suggest (whether you’re interested in consumer goods or capital goods makes little difference) that you study the analysis and projections of Arno H. Johnson, because budget time is here, and Johnson proves rather conclusively that you are likely to be left behind in the 1957 parade if you do not increase both your sales and advertising expense budgets by a minimum of 10%. Get this penetrating analysis to your directors.

Next, may we suggest a thorough study of the Keezer article. While he deals primarily with capital goods production, every maker of consumer goods is affected sharply by what happens to heavy industry and construction.

These articles present the **climate** under which marketers will operate.

But where should you turn for increased retail sales, what kind of products will sell best where? Dr. J. M. Gould outlines the broad areas (changes in age groups, increases in births, gains in family size and formation, etc.) as a preface to the exclusive statistical estimates for all 261 Metropolitan County Areas and the leading cities within each area.

Then, for the first time ever, consumer income groups are broken down both in percentage and with an index number which relates the quality of one market to another. If, like Williamson-Dickie, you sell to the working-man, quality would be evidenced by a high index number in the lower income groups, while if you sell high-price luxury products, the \$10,000 index will give you a measuring stick never before available.

Similar percentage and index numbers for total retail sales and for nine store categories show shopping patterns and possibilities,

We believe you will use and enjoy this issue for a long time to come.

PHILIP SALISBURY
Editor and Publisher

Needed now:

10%

MORE Sales and Advertising to Reverse 1956 Slowdown and Return to Normal Rate of Growth

By Arno H. Johnson, Vice-President and Director of Research, J. Walter Thompson Co.

We have an immediate opportunity for increasing total sales of consumer goods and services by 10% in 1957-58. We need that much of an increase, next year, to bring us into line with supporting our growth of productive ability, which in the next 10 years should reach a level of over \$600 billion.

A 10% increase in selling and advertising effort is needed now if we are to reverse the 1956 slowdown in business growth, and if we are to catch up next year with the real opportunities that exist for expansion in our economy and in our standard of living.

This 10% higher level of opportunity possible next year is based on tangible economic factors, not wishful thinking. To obtain a realistic perspective of our present position and our immediate opportunity, let's look forward to the growth that will take place in the nation's productive ability in the next 10 years and what that means in terms of changes in our consumer standard of living.

In 10 years—by 1967—our productive ability will grow to over \$600 billion from our present level of \$408 billion (second quarter 1956). That conservative measure of production of goods and services allows only for an increase of 1.7% per year in population plus a gain of 2.2% per year in per capita productivity, well below the rate we have demonstrated since World War II.

Actually, in the 16 years between 1940 and 1956, our total physical production per capita (in terms of 1956 prices) increased by 55%, or about 3% per year.

This minimum estimate of \$600 billion of productive ability by 1967 seems consistent with the analysis presented by Prof. Sumner Slichter in *SALES MANAGEMENT*, November 10, 1955, which pointed to a \$570 billion economy by 1965, two years earlier.

While accepting almost without question that our production can grow to the neighborhood of \$600 billion in 10 years, many business and financial executives, as well as government officials, seem to overlook the fact that *consumption* must be vastly increased over present peak levels to support that level of production. They fail to recognize the opportunity and the urgent need for this immediate surge upward in the living standards of the people.

To support a total production level of \$600 billion by 1967 will require an expansion of personal consumption up to \$400 billion of goods and services.

That means *adding \$136 billion* to the level of *sales to consumers*—from the level of \$264 billion in the second quarter of 1956 to annual sales of \$400 billion. That's an increase of 50% in our living standards in 10 years!

That means an opportunity for a rapid upgrading of the living standards of mass millions of American families—with changes in consumer habits, changes in concepts and motives, changes in methods of purchasing, and changes in distribution.

But, these changes in consumer concepts and habits of living will not take place automatically with changes in productivity. There must be substantial increases in the amount and skill of selling efforts to "activate" the consumer to take on the higher living standards.

The addition of \$136 billion in sales level in the next 10 years is a colossal task if viewed from any prewar background of experience. One hundred thirty-six billion dollars is exactly the equivalent of our *total prewar standard of living* in 1939 (prewar consumption expenditures in 1939 in terms of 1956 prices totaled \$136 billion)—and it took over 200 years of growth from Colonial days to reach that level!

That's one reason why we have to readjust our viewpoint to grasp the magnitude of the opportunities for sales expansion that exist today. Our production ability means that we can accomplish in 10 years as much change in living standards as was accomplished in 200 prewar years!

But, the expansion of \$136 billion in sales in the next 10 years is no greater in terms of percentage than we have experienced in the last two decades. Actually, our record of expansion in *consumption* over the past 20 years has been an increase of about 50% every 10 years. That is *real* consumption measured in constant dollars without inflation, and it is further evidence that a further increase of 50% by 1967 is in line.

In constant 1956 dollars our total personal consumption or standard of living grew 50% between 1935 and 1945 (from \$114.5 billion to \$171.8 billion) and another 51% between 1945 and 1955 (from \$171.8 billion to \$259.5 billion).

That brings us to our immediate opportunity. We have experienced a slowdown in rate of growth in 1956. This slowdown was in spite of all-time records in purchasing power and accumulated consumer savings.

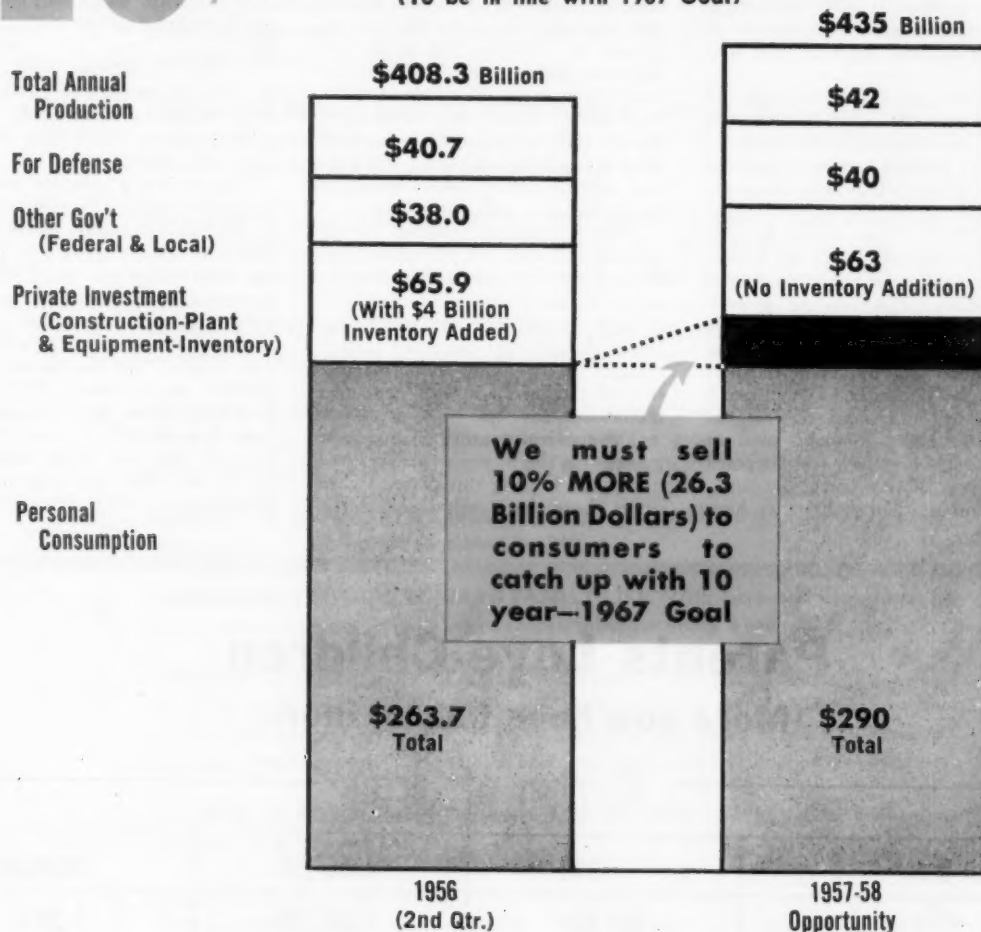
In terms of present purchasing power and in terms of known production capacity and productive ability of the labor force of 1957, we could reach, in 1957-58, a total production of about \$435 billion. That is the level of production we should encourage and strive for, since it is the level needed to be in line with our indicated 10-year minimum ability to produce.

A level of \$435 billion after anticipated requirements for defense, other government purchases, and private investment in construction, new plant and equipment will mean a total of about \$290 billion of goods and services available for personal consumption.

We must have:

10% MORE Sales in 1957-58

(To be in line with 1967 Goal)



Purchasing Power Generated by Production (Billions)

Personal Income	\$322.9	\$350
Less Personal Taxes	38.1	40
DISPOSABLE INCOME	284.9	310
Less Consumer Expenditures	263.7	290
Personal Savings	21.2	20

J. Walter Thompson Co.

That means we must sell to consumers about \$26 billion—or 10%—more in 1957-58 than the \$264 billion level sold in 1956 (second quarter)!

That's the measure of the opportunity—and the selling job—to bring our economy in line with the 10-year, 1967, goal. That points to the immediate need for a 10% increase in selling and advertising effort.

The slowdown in expansion of our standard of living in the fall of 1955 and the spring of 1956 has passed largely unrecognized and buried in the news of new peaks of sales and profits.

From the end of 1953 through the third quarter of 1955—a period of one and three quarter years—sales to consumers increased from an annual level of \$230.3 billion (fourth quarter 1953) to \$257.8 billion (third quarter 1955). That was an average growth of approximately \$4 billion each quarter in the level of personal consumption. The rate of growth dropped half in the fourth quarter of 1955 to \$1.7 billion. In 1956 the growth was \$2.2 billion in the first quarter and \$2.0 billion in the second quarter, still only half the rate of growth we had throughout most of 1955 and 1954 (which was supposed to be a year of recession)!

This means that in 1956 we have

fallen behind the rate of growth in consumption we should maintain to keep up with our productive ability.

To reach the level of \$290 billion of consumer purchases we should have in 1957-58 we must reverse this slowdown and stimulate a rate of growth more nearly in line with our growth in 1954-1955. It will require an average increase of \$3.8 billion in the annual rate each quarter to bring us up to the \$390 billion level of sales to consumers next year. That is still somewhat less than the rate of growth in 1954-55, but it is well above the slowed-down rate of growth experienced in the first half of 1956. Aggressive selling can accomplish this reversal in growth. Our people have the purchasing power, the savings, and the latent needs—these can be turned into active purchasers.

There are hidden pressures for expansion that can aid the resumption of our rate of growth in consumer, industrial and financial markets.

Let's examine the purchasing power changes that can make further changes in the living standards possible of attainment in 1957 and over the next decade.

The movement upward in income groups has been rapid in the past five years. During this period, when prices have been relatively stable,

literally mass millions have climbed upward in income groups and in discretionary spending power.

In four years, between 1950 and 1954, the number of families (consumer spending units) with incomes of over \$4,000 after taxes (disposable income) jumped from 12.2 million to 21.4 million.






It is estimated that, in 1956, the number of families with incomes of over \$4,000, after taxes, will reach 25.8 million or more than double the number in that group even as late as 1950.

At the production level possible in 1960, the number of families with over \$4,000 of disposable income could climb to 36 million or triple the 1950 number.

This means a possible movement upward of nearly 24 million families to join the 12 million above \$4,000. Their movement upward in purchasing power does not mean they will automatically take on the same desires, beliefs, and standard of living of the income groups into which they have moved. Yet the change in purchasing power, since 1950, represented by those with disposable income over \$4,000 is vast—\$163 billion in 1954 and \$248 billion estimated for 1960 as compared with \$88 billion in 1950. After taxes!

Parents Love ^{more} Children (More now have four or more)

Number of Births

Birth Order	1940	1956 Est.	Increase
1st 	905,000	1,090,000	20%
2nd 	613,000	1,260,000	105
3rd 	333,000	750,000	125
4th 	193,000	405,000	110
5th 	494,000	695,000	40
Total	2,538,000	4,200,000	66%

13 Hidden Pressures Can Aid Expansion in 1957

1. **CHANGE IN OUR PRODUCTIVE ABILITY.** An ability that should reach \$600 billion by 1967 compared with a prewar peak of \$208 billion in 1940 and a level of only \$127 billion in 1933 (all in terms of 1956 prices).
2. **CHANGE IN DISCRETIONARY SPENDING POWER** of our total population. Now over six times as great as in 1940—and capable of growing another 70% by 1967. This discretionary spending power now represents 58% of consumer income as compared with 33% in 1940.
3. **CHANGE IN FAMILY INCOME DISTRIBUTION** with mass millions climbing the income ladder. In 1950 some 12 million families had incomes over \$4,000 after taxes. Now 26 million are in this group. By 1960, there may be over 36 million above \$4,000.
4. **CHANGE IN RELATION OF DEBT TO PRODUCTION.** Total private debt dropped from 176% of a year's production in 1930 to only 98% in 1956. Corporate long term debt dropped from 56% to 23% of a year's production in the same period.
5. **CHANGE IN NUMBER OF BIRTHS.** With 1956 births likely to total 4.2 million compared with 2.6 million in 1940, or an increase of 62%.
6. **CHANGE IN AGE MAKEUP** of our total population. With over 76% more children under 5 than in 1940, and 68% more in the 5-9 age group. This will put increased pressure on schools, on housing, and on food requirements.
7. **CHANGE IN EDUCATION LEVEL** of our people. With 98% more high school graduates in our adult population than in 1940.
8. **CHANGE IN ATTITUDE TOWARD FAMILY LIFE.** With increased per cent married, greater home ownership, larger families, suburban living, a resurgence of religion.
9. **CHANGE IN NUMBER OF WOMEN WORKERS.** 37% more women of ages between 20 to 64 employed in 1955 than in 1942 compared with 16% more men employed. This increase in number of working women took place in spite of increased marriages, increased family life, and a 62% increase in number bearing children.
10. **CHANGE IN OBSOLESCENCE AND AGE OF OUR DWELLINGS.** With more than 50% over 30 years old.
11. **CHANGE IN NUMBER OF MOTOR VEHICLES.** With 91% more vehicles than in 1940 putting added pressure on roads, streets, garages, and parking facilities that were not adequate even for the much smaller number of vehicles in 1940.
12. **CHANGE IN PLACE OF RESIDENCE** by 156 million persons in a five year period—1950-1955. This is equivalent to nearly the entire civilian population. Important regional shifts: Florida growing 25% in five years—1950 to 1955; California 23%.
13. **CHANGE TO SUBURBAN LIVING.** 83% of the 14 million net growth in population, since April 1, 1950, took place in suburban parts of Metropolitan areas. As compared with a rate of growth of 9% in total U.S. civilian population since 1950, the areas outside of Metropolitan Markets grew only 1/2%, the Central Cities of over 50,000 population grew 5%, the suburban parts of Metropolitan Markets grew 34%.

As these families move up from one income class to the next, they could represent substantially increased markets for goods, services and investments if only they were to take on the habits and desires of the income group into which they move. This is true even though taxes and the cost of living have increased.

But there are reasons why they don't take on these new habits automatically. Their whole previous lifetime training, in most cases, was built around a different concept of how to live. There is a major job for advertising and selling to change these concepts in line with the changes in income now available as *discretionary* spending power.

Prewar, our economy was typified by the \$25 a week family—average weekly earnings for production workers in manufacturing, in 1940, were \$25.20. The middle income family, for example, fell in the \$1,000 to \$1,500 income group. Now the middle income family is in the \$4,000 to \$5,000 income group. Weekly earnings in manufacturing, by August 1956, had grown to \$79.79 or over three times the 1940 level. After taking into account both increased taxes and present costs of maintaining an equivalent 1940 standard of living in the necessities of food, clothing, and shelter, the middle income family now has *discretionary* spending power over five times as great as the prewar middle income family.

In most items making up the standard of living there was evidence of higher consumption per capita at each higher level of income. Prewar studies as well as more recent government studies in 1948 and 1950 have shown this to be true both in terms of phy-

sical consumption and to a greater extent in terms of dollar expenditures through an upgrading of quality, convenience, etc.

Thus, when millions of families move up in productivity and purchasing power, they change as a potential market. An example of this is food. In 1950 family food expenditures ranged from an average of \$433 per family in the group under \$1,000 to \$2,411 per year in families with incomes, after taxes, of over \$10,000.

Those families with incomes above \$5,000, after taxes, in 1950 had food expenditures per family ranging from one-third above average in the \$5,000 to \$6,000 group to over twice the average in the over \$10,000 group. The number of families in this area of high food expenditures (above \$5,000 incomes after taxes) totaled only 6.4 million in 1950. By 1956 this income group had grown to 14.6 million, or over twice as many in the area where food consumption could be far above average. And, by 1960, it is estimated this group may exceed 32.8 million or five times as many as in 1950! This spells real opportunity for increased food sales and the upgrading of the diet. This can be particularly important in the areas of meat and dairy products with opportunities for increased per capita consumption.

Similar opportunities can be shown to exist in men's ready-to-wear, women's apparel, house furnishings, and a wide range of products making up our standard of living.

There is a trend toward increased home life and family living in America that points to pressure for substantial improvements in our living standards, improvements that can mean *huge new markets* for consumer and industrial goods and services.

This trend to family life is reflected in the rapid increase in number of families; in a higher percentage of the population being married; in marriages at an earlier age; in an extraordinary increase in the number of children under 10 in our population, resulting in more children per family, and a higher percentage of families having children; in a rapid increase in home ownership, and in expenditures for activities of home life; in the mushroom growth of family viewing of television in the home; in a movement of population to the suburbs; in the rapid growth of shopping centers and self-service distribution; in a resurgence of religious worship and church membership as shown by the growth of 57% in church membership from 1940 to 1955 while population was increasing 25%.

In the past eight years—1947 to 1955—population grew 14½% but church membership increased 30% and consumer expenditures for religious and welfare activities increased 65%.

The change toward family living, even since 1947, is reflected in the trend of consumer expenditures. Those products having to do with family living have gone up since 1947 considerably more than average, whereas expenditures for other types of purchases such as spectator amusements have declined even though purchasing power is much higher.

This trend to family life, combined with the substantially increased productivity and real earning power of our population and a higher average level of education, points to potential markets far larger than present levels of consumption. Also, we have a productive capacity well above present

(continued on page 206)

Research for "The Biggest"

Arno H. Johnson, as v-p and director of research for J. Walter Thompson Co., presides over the research destinies of the nation's largest-billing advertising agency: \$220 million this year. He's spent 30 years in the company's New York, Montreal and London offices.

A vigorous example of that ill-used word "leader," he's won a basket-full of important awards: "For pre-eminent service in advancing human welfare," he was given his alma mater's (Michigan State's) Alumni Award for Distinguished Service. In 1945 he received the *first* of American Marketing Association's national award for Leadership in Marketing.

... From the Hall of Fame in Distribution he got a citation for "distinguished contributions to the advancement of distribution in the last quarter-century."

Born in Florida, he gradually worked his way North via the education route. Attended Staunton Military Academy in Virginia, then went up to Michigan to get a BS in mechanical engineering. Backtracked eastward to Harvard Graduate School of Business Administration for an MBA degree.

He's author of numerous articles and works on economics and marketing subjects. His latest book: "What's Ahead For Business."



Arno H. Johnson

*five different
income groups pictured
in visits with...*

FIVE FAMILIES

No market can be really complete without a close study of people, the flesh-and-blood consumers whose hopes and ambitions create markets. On this and the following eight pages we invite you to visit five families, each representing one of the five income groups now used widely in market research work.

The weekly reports these five families send to Sam G. Barton, president, Market Research Corporation of America, New York City, form the basis of confidential analyses supplied to clients by his 6,000-family National Consumer Panel. Panel members report their purchases by quantity, by

brand, and by outlet, on scores of edibles, soft goods, and durables.

The families were selected by *Sales Management* not because their purchases coincide with national averages in their income groups—they do not—but because they are warm, friendly people and representative of the families upon which our prosperity is built, and they agreed to let us examine some of the details of their purchases.

They welcomed into their homes *Sales Management's* photographer, Guy Gillette, who also photographs for *This Week*, *Ladies' Home Journal*, *Fortune*, and *Harper's Bazaar*.

Is a buyer of your product loyal to your brand, or loyal to a store? Why does one family buy almost all of its food at A & P, while another family, purchasing some of same brands, patronize five stores? The portraits of these five families bring to life the statistics, commencing on page 96, on the 261 Metro Area Markets... their ability to buy... and what and how much they buy.



ALL PHOTOS GUY GILLETTE-LENSGROUP

FIVE FAMILIES

CHEMIST

S. C. (CLIFF) and Selma Zylstra—he's a chemist—live in a new home on a 393 by 70-foot plot in a Chicago suburb. Their daughter is married, but neighborhood kids are in and out of the house, watching football and baseball on TV in the (air-conditioned) den.



BACK TO THE LAND: In common with many successful men, Cliff Zylstra loves to garden.

DEAR DIARY: Selma Zylstra records her purchases in a diary type questionnaire, forwards it each week to Sam Barton's National Consumer Panel, of which she is a member with 6,000 others in all parts of the nation representing all income groups. In 48 weeks she's bought 48 packages of frozen vegetables (national family average: 51), 39 pounds of regular coffee (national average: 26) but spread out over 10 brands; 45 pounds of margarine (average: 40), including five brands. ►





TWIN '56 PONTIACS, his and hers, are signposts of this family's success. Others: a home built a year and a half ago, a Whirlpool Supreme drier, an Easy Spindrier washer, a Tri-State water softener, a Rheem water heater, and a Sears dehumidifier. In the basement is a table tennis set, in the yard a badminton court. They keep an entire cupboard filled with toys for neighborhood youngsters. Pheasants are in yard.



SHE DOESN'T HAVE TO WORK . . . but Mrs. Zylstra took over the management of a smart gift shop while the owner, a friend, went to Europe last summer. She drives eight miles to work in her own Pontiac.

FIVE FAMILIES

BEEF BONER

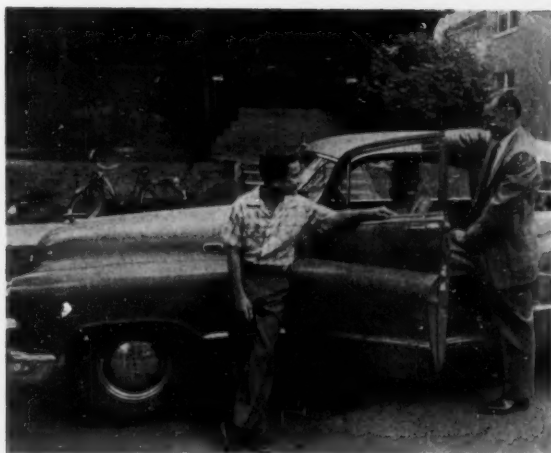
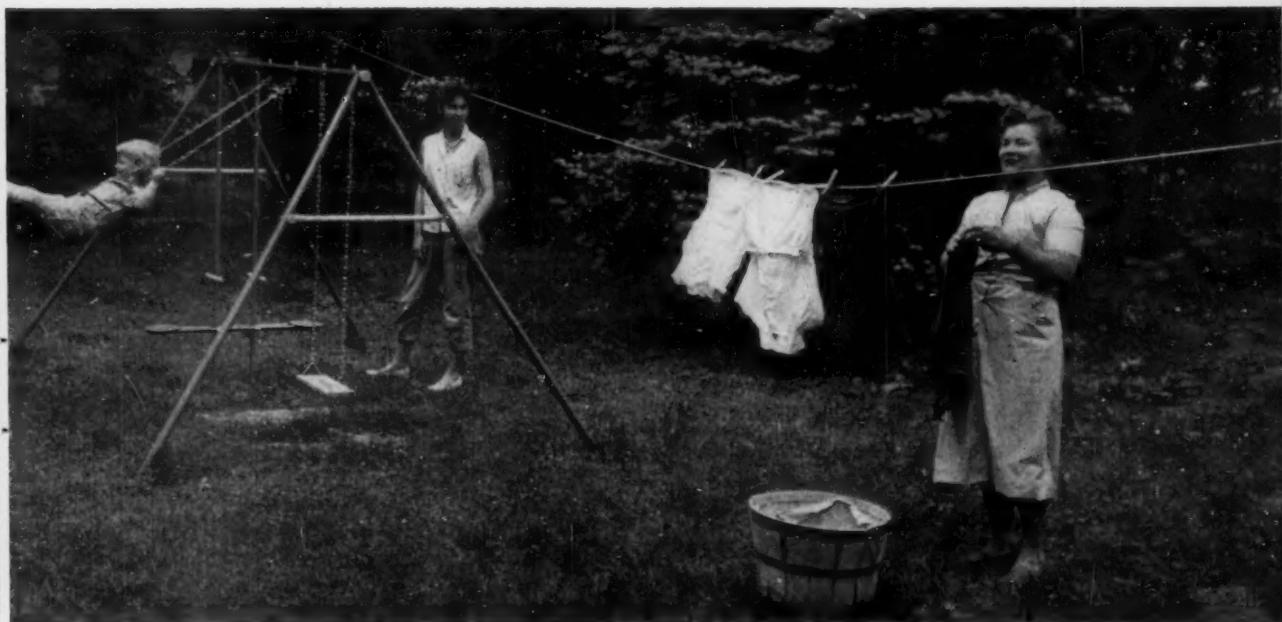
William E. and Irene Fischer. He owns his Milwaukee home, an apartment and a delicatessen. A beef boner for Cudahy, he had a year of business college, belongs to CIO.



SIX BLOCKS TO LAKE MICHIGAN, and 10-minute ► drive to downtown Milwaukee. Lots of room for William Jr., 12, Debra, 4, Sheila, 14, to play in Fischer's backyard. Two daughters are married. Fischers bought brick house three years ago, moved into six-room first-floor apartment, rent 11 rooms on second and third floors to 17 college girls. Fischers own a delicatessen, apartment.



THE BABY of the Fischer household, Debra, is surrounded by 50 potted plants in the dining room, her mother and father being horticulture enthusiasts. The family has a 20-inch TV set, Sheila and Billy have their own radios. Mrs. Fischer is interested in painting, plaque work, and knitting. She prefers two 1924 washing machines to a new one purchased recently. She cooks on a Nesco roaster received as a wedding anniversary present in 1952, and a three-year-old range.



ALMOST NEW when it was bought in '50, Fischer's Buick now has 60,000 miles. Fischer rises at 5 a.m., drives 10 miles to Cudahy where he's worked 30 years. Annual vacation: four weeks. He supervises maintenance of his property.

◀ **DEAR DIARY:** Mrs. Fischer buys enormous quantities of soaps and detergents, 1,028 ounces of Cheer, Breeze, Tide (preferred), Rinso, Fab, Lux, Fels Naptha, and Oxydol in 49 weeks (national average: 700 ounces); she's bought 98 ounces of peanut butter (national average: 104 ounces). Also purchased: 54 packages of baking mixes including 11 Pillsbury, 24 Betty Crocker, 12 Jiffy, (national average: 35).

FIVE FAMILIES

PRESS OPR.

Thomas and Minnie Matthews have no children but two foster children live with them. Tom is a press operator. The family lives in a Chicago apartment, well-equipped and with a TV set as the hub of family life. Each had two years of high school.



MINNIE MATTHEWS likes to cook . . . and she's accumulating modern equipment to help her in her work. Husband, Thomas, is a press operator. ►

DEAR DIARY: Foster children watch Mrs. Matthews list her purchases in report to National Consumer Panel: 130 packages of frozen vegetables in 50 weeks (national average: 51); 37 frozen dinners and pies, two rolls of Reynolds wrap, 1,397 ounces of canned meat, 17 packages of pancake, waffle flours and mixes. ▼





ELECTRICIAN

Robert and Dorä Reimer were married when he was 21, five years ago. He works for the City of West Allis, Wis. They live in a neat gray house, close to stores, schools, his work. Bob has a basement workshop, is a do-it-yourself addict, builds furniture.

BABY FOODS are a frequent purchase at the Reimer's. They buy heavily on soaps, detergents, peanut butter, frozen juices. ▼



FIVE FAMILIES



THE FAMILY BUS is a '53 Chevy, bought new. Robert and Dora Reimer purchased their home with money saved while he was in the Army, have made extensive improvements.

FAMILY PIECE: The Reimers have two children, like to take weekend trips to Wisconsin for a change of pace.

AN EXCELLENT HOUSEKEEPER, Dora's taste runs to modern. Living room has three sofas and Dora made the draperies.



RETIRED

Andrew and Ella Duncan, he's retired, came from Scotland more than 30 years ago, moved into their Elmhurst, Ill., home in 1925.



ANDY DUNCAN, 74, a native of Scotland, enjoys his golf. He receives pension and Social Security; she, Social Security. She buys at three stores.

DEAR DIARY: Ella Duncan fills out her diary daily. In 49 weeks she bought 52 packages of frozen vegetables (national average: 51), including 34 Birds Eye, 11 Mary Dunbar, 4 Dew-kist, 2 Cherry Valley, 1 Snow Crop. ▼





Put your small change in Radio



*...make a big change in your sales**

**You're looking at a lot more coin than you think.*

Adds up to sixty-two dollars, when you take a close look.

And spot radio today is coining a lot more money than you might think.

The reason's simple. More and more advertisers are learning this basic fact:

for just a small part of your budget, you can reach more people,

more often, with radio than with any other medium.

When you want to coin money in the country's 14 richest markets, call...

CBS RADIO SPOT SALES

Representing: WCBH, New York - WBBM, Chicago - WCCO, Minneapolis-St. Paul

KNX, Los Angeles - WCAU, Philadelphia - WEEL, Boston - KMOX, St. Louis - KCHS, San Francisco

WBT, Charlotte - WRVA, Richmond - WTOP, Washington - KSL, Salt Lake City - KOIN, Portland, Ore.

WMBR, Jacksonville - The Columbia Pacific and Columbia New England Radio Networks.

in 1957...



**1.6 million
couples will marry**



**4.3 million
babies to be born**

What Population Boom Means to You

By Dr. Jay M. Gould, Managing Director, Market Statistics, Inc.

After a full decade of successively exceeding all predictions, the annual population gain—now of the order of 3 million—has finally become a basic, bullish factor in the investment and marketing decisions of American businessmen.

The stability of this huge annual gain is probably the biggest single factor behind the tremendous capital expansion program which will in 1956 amount to \$36 billion, as against \$29 billion in 1955, and in 1957 to over \$40 billion.

The vigor of this baby boom has surprised all experts. When it began in 1945, 2.7 million births were recorded. The 4 million mark currently being topped will give way to birth rates as high as 6 million by the early 1970's.

What are the economic and marketing consequences of the population boom over the next year and in the near future?

Behind the baby boom is of course the fact that two decades of full employment have pretty much eliminated the economic insecurities that depressed birth rates so drastically in the thirties. Consequently, young couples are getting married far earlier in life and are having larger families than was the case 20 or 30 years ago. Actually, World War II greatly accelerated the trend to earlier marri-

ages; between 1940 and 1947 the median age of women at first marriage fell from 21.5 to 20.5 years, and today stands at 20.2. An index to the increase in fertility is provided by the fact that in 1955 all women in the age group 15 to 44 years had an average of 1.6 children; in 1950 the corresponding ratio was 1.4, and in 1940, 1.2.

An interesting sidelight on this high fertility rate is the fact that it is not directly related to income status, despite its dependence on general prosperity. Thus, it is still true that larger families are associated with lower incomes. A recent Census survey on fertility and education turned up this interesting statistic: In the first two years of marriage, college graduates average 172 children per 1,000 women, whereas wives with less than seven years of schooling had 427 children per 1,000 women in the first two years of marriage. Thus, the baby boom cuts across all class lines and is a mass phenomenon, with the lower and middle income groups accounting for the bulk of new births.

It is easy to translate these vital statistics in the related economic phenomena—the demand for new housing and the increased use of consumer financing for the purchase of all the labor-saving consumer durable goods that make modern rearing of

families comfortable. Nowadays the typical young breadwinner finds that his peak expenditures on his home and children occur years before the peak of his earning power so, though his counterpart in the thirties would have had great fears of mortgaging future earnings for present needs, the young husband today has no hesitation about using all forms of consumer credit to the hilt. Hence the sevenfold postwar expansion of consumer finance, and leverage of the high birth rate.

So pervasive is the atmosphere of optimism that even the marriage rate has unexpectedly gone up in the past two years, after declining from the artificial peak of the immediate postwar years when, in 1946, there were 2.3 million marriages. The marriage rate dropped steadily thereafter to a low of 1.5 million, but is now back to 1.6 million, the highest rate since 1951. In June of 1956 there were 201,000 weddings as compared with 182,000 in June of 1955. The marriage rate is expected to continue to gain because eligible couples in 1957 and thereafter are those typically born in the late thirties, when birth rates began to pick up after the depression low point. Of course the really big impetus to marriage and birth rates will come after 1965 when the post-World War II baby crop comes of age. All this should make cheering



1.7 million Americans to die

news for manufacturers of engagement and wedding rings, silverware, jewelry and giftware in general.

Home construction, while declining slightly over the past year, is probably being strongly supported by the recent upturn in marriage rates and, more important, the trend to larger homes is undoubtedly upgrading the quality and value of new home construction.

While population growth is the most important basic support of residential building trends, on which so much of the nation's economy rests, population shifts in recent years have given an added fillip to the building boom. Of greatest importance has been the continued shift from farm to city, from city to suburb and regionally from South to North and East to West. Such migration shifts, to the extent that they necessarily involve some abandonment of obsolescent housing in the areas people are leaving, culminate in a boom on top of a boom in the areas they are heading for. One Census survey estimated that in April 1955, 20% of all persons one year old and over were living in a different house from the one they lived in a year earlier.

Of all these migratory shifts, the movement out of farm areas has been going on the longest time, at least since the turn of the century. The Census Bureau estimates that since 1950 rural farm households have been declining by over 100,000 per year.

*The Census Bureau feels that these areas have been so heavily built up since 1950 that the rural designation, based on 1950 standards, no longer applies.

Population

Jan. 1, 1956	166.8 millions
Dec. 31, 1957	172.4 millions
2-year gain	5.6 millions

2-year gain 5.6 millions

These 5.6 million new Americans equal—in market importance—a new metropolitan area the size of Los Angeles.

The Census Bureau measures the suburban shift this way: The population of standard Metro Areas between 1950 and 1955 went up 14%; only 3% gain went to the central cities, with a 28% gain going to areas outside the central cities; the suburban shift is reflected mainly in a gain of 5 million persons (a 47% popula-

tion gain) going to so-called "rural" areas outside central cities but still within the confines of the standard metropolitan areas.* Urban places within the Metro Areas but outside of the central cities gained 45 million persons or about 19%.

The regional shifts to the West and out of the South are also of long

- Female first marriage age average now is 20.2 years.
- 20% of people today live in places different from a year ago.
- Non-whites move twice as often as white people.
- Rural farm households have declined 100,000 a year since 1950.
- People age 65 and over up 25%, under age 5 up 12% since 1950.

Your Sales Depend on Working Women?

duration and require no special comment except that their persistence leaves no doubt that they will continue throughout 1957 and beyond.

Here are some interesting highlights on population mobility: The population of the West is most mobile, that of the Northeast the least. Last year the proportion of movers and migrants in the West was more than twice as large as in the Northeast—30% vs. 14% for all movers and 11% vs. 4% for migrants. (The Census classifies persons moving to a different county as migrants.) The South has undergone a net loss to migration of about 250,000 persons annually and the West has had a corresponding net gain.

One interesting fact is the stepped-up mobility rate of non-whites, though whites tend to travel longer distances. Last year 18% of all non-whites were same-county movers as against 13% of the whites. On the other hand, 7% of whites were intercounty migrants as against 4.4% of the non-whites. In this connection one may note the remarkable upgrading of the Negro market now taking place as the result of Negro urbanization trends. Most of the shift from farm to city is now accounted for by Negroes. In the past 15 years Negro non-farm population has risen from 8.5 million to 14.6 million. As a corollary, Negro income has nearly quadrupled over the past 20 years. As a recent *Fortune* article ("The Negro's New Economic Life," September 1956) has pointed out, Negro per capita income today (\$1,070), while only slightly more than half that of U. S. whites, ranks ahead of West Germany, and is close to that of the United Kingdom.

The \$16 billion Negro market today offers great opportunities to the advertiser who makes special efforts to understand it. Here is a fruitful area for market research which so far has suggested that while Negro consumption patterns conform closely to that of whites, there is perhaps greater reliance on brand names and even on high quality products, despite the lower income levels.

Residential construction in 1957 will of course reflect the continuation of these huge migration changes, although there are signs that the recent slowdown in the home building boom indicate that overbuilding has occurred in some areas. The Los Angeles Metro Area in particular, which

Are marketers paying insufficient attention to needs of women who have double task of working and running a home?



60% of female workers are married, and 50% are more than 40 years old



In 1890 every 100 workers supported 189 dependents

In 1956 every 100 workers support 142 dependents

By 1975 every 100 workers will support only 120 dependents



Working Women in:

1975	30 millions
1950	18 millions

Source: Economic Needs of Older People
Twentieth Century Fund, 1956

has benefited from both the regional and suburban shifts and has in recent years added over 100,000 new homes annually (nearly one-tenth of the national total), now has vacancy rates as high as 25% for new homes.

The changes discussed here are of course essentially long-term phenomena, whose full significance may be evaluated dramatically at 10-year intervals. Nevertheless, the changes over a single year occur rapidly enough to yield new marketing opportunities to alert businessmen.

Consider, for instance, the profound alteration going on in the age composition of the U. S. population because of high birth rates and declining mortality rates. The baby boom has of course permitted some baby food companies to achieve fantastic growth rates—as high as 25% per year ("Has Gerber Sold Itself into Baby Food Monopoly," *SALES MANAGEMENT*, July 20, 1956). Similar opportunities exist for manufacturers who cater to the needs of children growing through the various preschool and school stages. With school enrollments shattering new records each fall it is clear that at any given stage the supply of new consumers will automatically exceed the number lost to older age groups. (Nearly 28 million children aged 5 to 13 years were enrolled in schools in the fall of 1956 as against 20.7 million in 1950.) The success of comic books, teen-age magazines, Elvis Presley and 'rock 'n' roll' are all recent phenomena tied into these explosive new markets.

At the other extreme we find that advances in health and living standards have so lengthened life expectancies that each year the supply of oldsters is increasing twice as fast as the supply of youngsters! In 1955 we had 14 million persons over 65, a 25% gain over 1950, as compared with 18.2 million children under 5 years, representing a 12% gain over 1950. This poses some economic problems, as well as some marketing opportunities.

How will we be able to support so rapid an increase in dependents with such great gains in the numbers of both young and old people? Back in 1890 there were 6 aged dependents—over 65 years old—for every 100 workers; in 1950 the ratio was 15, and by 1975 it has been estimated at as many as 25 aged dependents for

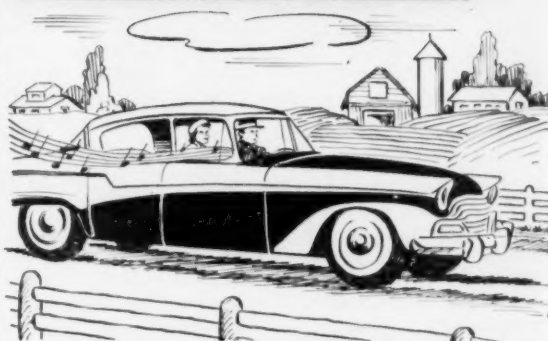
MEREDITH STATIONS ARE "One Of The Family"



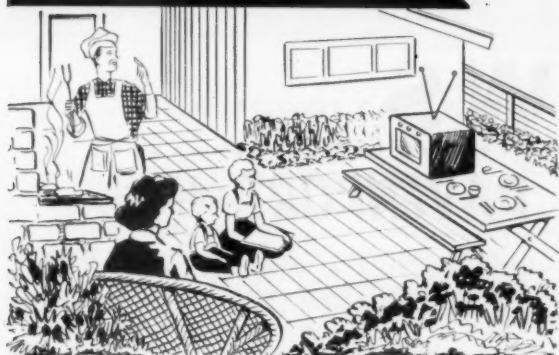
In a game room in KANSAS CITY



In a car near OMAHA



On a patio in PHOENIX



In a kitchen in SYRACUSE



KANSAS CITY
SYRACUSE
PHOENIX
OMAHA

KCMO
WHEN
KPHO
WOW

KCMO-TV
WHEN-TV
KPHO-TV
WOW-TV

The Katz Agency
The Katz Agency
The Katz Agency
John Blair & Co.-TV: Blair-TV

Meredith Stations Are Affiliated With **Better Homes and Gardens** and **Successful Farming** Magazines



The Marketing Research Man

Under Dr. Jay M. Gould's direction Sales Management's Survey of Buying Power has become the most widely-used non-governmental reference book on marketing—with an estimated \$200 billion of sales quotas established annually on the basis of the Survey's data:

Dr. Gould got his Ph.D. at Columbia in 1946. The author of "Productivity Trends in Public Utilities" and numerous works on economics and marketing, he's also functioned as an economist on the staffs of Rutgers University, Business Week, the National Bureau of Economic Research and the Econometric Institute.

He's managing director of Market Statistics, Inc., research director of the Survey of Buying Power.

every 100 workers.

However, a recent survey ("Economic Needs of Older People," Twentieth Century Fund, 1956) points out that the entrance of women into the labor force is so marked that the relative number of dependents of all ages is declining. Thus in 1890 every 100 workers supported 189 dependents. In 1956 there were only 142 dependents per 100 workers and, if the trend continues, by 1975 there will be only about 120 dependents of all ages per 100 workers. This assumes that by 1975 we will have 30 million working women, as against 18 million in 1950. Here we have a clue to another new expanding market—the female labor force, of which 60% is married; of the latter, half

are more than 40 years old. Here is the market, for instance, for frozen and precooked packaged foods. Certainly not enough attention has been paid to the special marketing needs of career women with the double task of working and running a home.

The 14 million persons over 65 represent today a great and relatively untapped market for those in a position to cater to their special needs. It is difficult to identify this market because in many fields oldsters want the same things that appeal to other age groups and they may even resist being set apart from others. Also, income levels here tend to be quite low, with very little representation of old people in the middle income groups. On the other hand, there is a small

but potent group of oldsters at the upper end of the income scale. A retailer familiar with this market commented: "There are more millionaires aged 70 than there are aged 30."

For this market a recent *Business Week* survey (Feb. 4, 1956) has noted these innovations: Special styling in apparel for larger (older) sizes, special housing projects (some charging a flat fee based on life expectancy), geriatric foods and drugs, special cosmetics. Long Beach, Cal., is the ideal test market for such products since 20% of its population is over 65. One innovation very popular with older people there is an electric sidewalk car for which the town authorities have built special ramps for crossing streets.

The End



KNOWS

HOW **DYNAMIC DAVENPORT** GROWS!

**DAVENPORT
NEWSPAPERS**

• MORNING • EVENING
• SUNDAY

—that's why they've announced nearly \$52 million worth of plant expansion . . . in DAVENPORT!

**FOR THE NINTH CONSECUTIVE
YEAR — FIRST IN LINEAGE IN ALL
IOWA AND THE QUAD-CITIES!**

Represented by Jann & Kelley

**CIRCULATING DAVENPORT, IOWA, ROCK
ISLAND, MOLINE AND EAST MOLINE, ILL.**

THE 3 "THREES" OF SALES CONTROL

3 ways to increase profitable sales

1. By obtaining new customers
2. By awakening dormant accounts to action
3. By increasing business from active customers

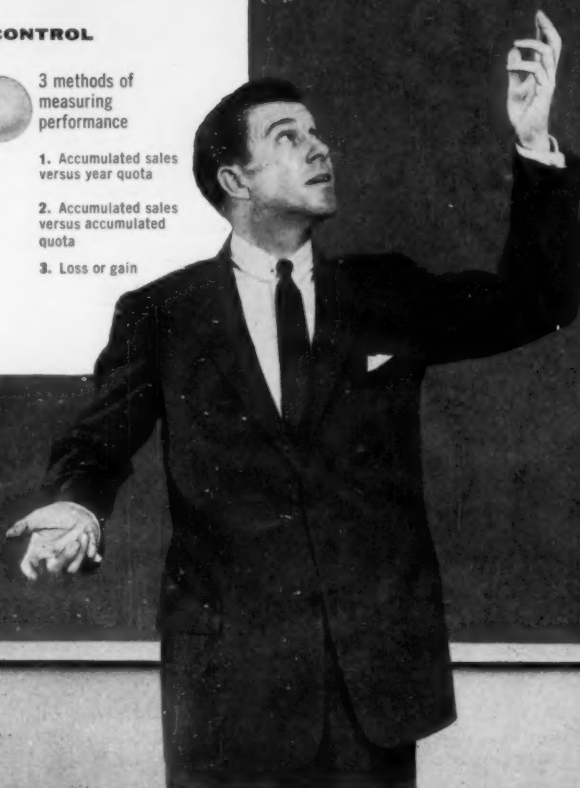
3 types of sales control

1. By salesman and territory
2. By prospect
3. By customer



3 methods of measuring performance

1. Accumulated sales versus year quota
2. Accumulated sales versus accumulated quota
3. Loss or gain



THE JUGGLER IN THE GRAY FLANNEL SUIT

Are you doing a controlled performance like this? You *must* be if you're a SALES MANAGER! These 3 balls represent "The 3 Threes of Sales Control"—3 ways to increase profitable sales; 3 types of sales control for profit; and 3 methods of measuring sales performance for profit! Every SALES MANAGER has to face up to controlling these—keeping them well in hand!

Would you like to check on how you rate? Here's a simple test that will give you a pretty good idea. (Naturally, everything depends on the degree and quality of your Sales CONTROL system—so try this test.)

Does your present system give you at a glance—at all times—the answers to *all* six of the following questions:

- 1) Who are your customers and prospects in each salesman's territory?
- 2) Date of last call and date of last sale on each account?
- 3) Lines selling well and those showing weakness?
- 4) Approximate total annual requirements of each account?

5) Percentage of these total requirements you're getting to date?

6) Percentage of the year's quota each of your salesmen has sold to each of his accounts?

If you don't have these answers and others, constantly available in complete, effective, graphic form for the close daily control which means increased and profitable sales, send today for illustrated booklet... showing in detail how Kardex Visible Sales Control works... how simple and easy it is to use... how hundreds of accounts can be reviewed in a few minutes.

Write Remington Rand, Room 2173, 315 Fourth Avenue, New York 10, N. Y. Ask for KD524—"How To Increase Profitable Sales."

Remington Rand
DIVISION OF SPERRY RAND CORPORATION



INTENSIFIED OPERATIONS have made this a pretty picture profit-wise, too, for Keven Norman, typical Midwest farmer of Richland County, Wisconsin.

Midwest farmers need your help to feed fast-growing U.S.A.

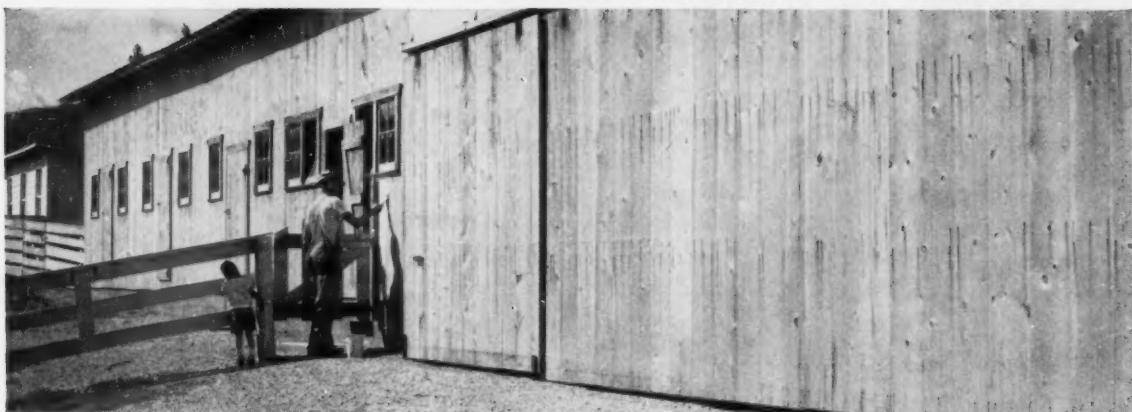
Midwest farmers depend on you, rather than the "hired man" of bygone years, for the multitude of products and services needed to operate the bigger, power-equipped farms of today and the future.

Farmers like Keven Norman of Richland County, Wisconsin are gearing their operations to furnish the food and fiber needs of a nation growing so fast it will be bigger by 63,000,000 in 1975. Norman is farming the same land as his father before him. Yet he is producing more than twice as much—and investing his returns in further intensifying his operations.

Norman is typical of progressive Midwest farmers whose production, investments in "plant" and incomes are twice the national farm average. That's why we say:

The next 20 years belong to the Midwest, the Golden Era of the Golden Area of Agriculture—the farm market that offers you a golden sales opportunity.

For mass coverage of this class market, advertise in the Midwest Farm Paper Unit, first choice with readers, dealers and advertisers—one order, one plate at a substantial saving in rates.

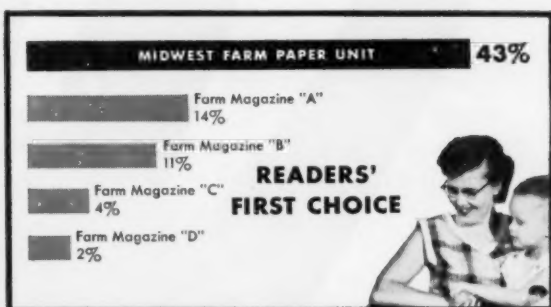


LIKE ALL PROGRESSIVE MIDWEST FARMERS, Keven Norman is constantly on the alert for new methods to increase his earning power—and his “buying”

power. His new combination shed, housing poultry, hogs, machinery, a granary and a corn crib, makes a big difference in the efficiency of his operations.



A HOME, equipped with all the latest electrical appliances, has given Mrs. Norman more time for her flower garden. The name of Norman's father, from whom he bought the “family farm” a few years ago, still appears on the dairy barn.



THE MIDWEST FARM PAPER UNIT is first choice with farm families like the Normans. A survey of 6,049 Midwest farms, supervised by Batten, Barton, Durstine & Osborn, Inc., shows Midwest Unit Farm Papers preferred better than 3 to 1 over the second ranking farm publication.



KEEPING BOOKS AND LAYING PLANS for further expansion of their operations is regular routine for the Norman family “board of directors.” Here, checking returns on cattle, poultry, hogs and feed crops, are Janice, 7; Norman; Mrs. Norman and son, Cary, 3.



KNOWING THE MACHINERY HE OPERATES and how to repair it is just one of many areas in which Midwest farmers need expert information—and their chief source of information is their local Midwest Unit farm paper. Norman here is his own machinist in a workshop equipped with power tools.

Advertise ^{most} where FARMING IS BIG BUSINESS AND GOOD LIVING



MIDWEST Farm Paper UNIT



SALES OFFICES AT:

35 E. Wacker Drive,
Chicago 1... 250 Park
Avenue, New York 17,
New York... 110 Sutter
Street, San Francisco 5...
672 South Lafayette Park
Place, Los Angeles 57.



Only the 4 largest cities

in the United States* have newspapers
with more circulation than the

Minneapolis Sunday Tribune

625,000

*in Minnesota
North and South Dakota
western Wisconsin*



*
New York
Chicago
Los Angeles
Philadelphia

Minneapolis Star and Tribune

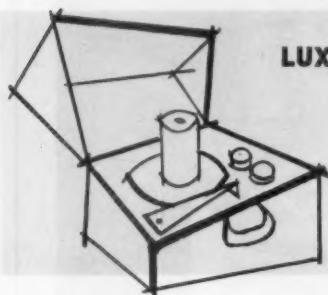
EVENING

MORNING AND SUNDAY

MORE THAN 625,000 SUNDAY • 495,000 DAILY

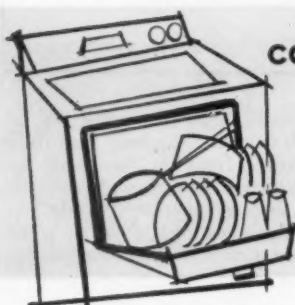
John Cowles, President

Are You Prepared to Persuade Prospects to Change Their Views About:



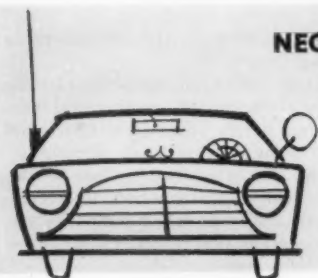
LUXURY PURCHASES

"Everybody is buying like mad things they don't really need and can't afford anyway," declares a 29-year-old accountant with two children. "I've been looking at a record player for months now. Sure I could buy it. But I'm damned if I will before I have more reserve in the bank."



CONVENIENCE PURCHASES

"The very fact that automatic dishwashers, home driers, juice mixers, garbage disposers," points out Dr. Ernest Dichter, "are highly deferrable purchases makes it easier for the puritanical consumer to defer them, for he can then 'feel good' in denying himself their pleasure."



NECESSITY PURCHASES

"In 1956 there is something like a moral hangover in the air," declares Dr. Dichter, [about the purchase of a new car because of the 1955 buying spree.] "Many new car owners behave as if they had been persuaded to sin, as if they had transgressed. This atmosphere is influencing unfavorably the moral decisions of millions of 1957 would-be buyers."

What Can Make People Buy in 1957?

You are dealing with a vast new middle class. So the average American today wants: 1. roots in his family life, 2. better taste, 3. sensuous experiences, 4. new frontiers, 5. culture—he wants to enjoy his well defined way of life.

BY ERNEST DICHTER, Ph.D.

President, Institute for Motivational Research

America is on a historic binge of buying, building, spending. And, caught in the breathtaking revolution of spending, the manufacturer, his sales executives and salesmen are haunted by this fundamental question: "How can I carve out the largest possible share of the market for my own product?"

Motivational studies furnish some of the basic answers to this question. They warn us that people aren't buying haphazardly. However much money they are spending, they are not

The Man Who Knows Why

Dr. Ernest Dichter, president and founder of the Institute for Motivational Research, Croton-on-Hudson, N. Y., knows more about why, as the consumer, you buy than you might think possible. Almost two decades ago this pioneer of motivational techniques conducted his first study of consumer motivations.

A scholar by temperament, Dr. Dichter received his Ph.D. from the University of Vienna. He is a member of the American Psychological Society.

Dr. Dichter brings his knowledge of motivation and an earthy approach to his work for leading American firms: When a leading American airline learned through research that many people wouldn't fly because "they were afraid to die," Dr. Dichter persuaded the airline to take a new approach, aimed at reassuring women. Men, he found, would fly if their wives approved. It worked.



Dr. Ernest Dichter

being merely mesmerized by the desire to own more and more products. Rather,*the spending spree is merely a material translation of the consumers' search for a well-defined way of life today.

America has given birth to the vastest middle class history has ever seen. And this middle class is developing needs, ambitions and goals which are directly reflected in the list of products most of our citizens are eager to acquire. In other words, people are buying an increasing number of products and services not only for their functional usefulness but much more because these products and services permit them to put into practice an emerging—even if unformulated—new philosophy of life.

The buying patterns of 1957 therefore are being determined by the whole changing cultural atmosphere of the U. S. What are the main manifestations of the new trend which are of importance to business?

We find that there are six fundamental things the average American wants to "buy" today. We also find that products satisfying these motivations, and promotional and advertising appeals or sales arguments based on them, have the greatest chance of succeeding on the contemporary market.

Here is an outline of these six major values:

1. The consumer wants fundamentals. He wants roots, he wants to have a stable and solid family and home life.

People spend willingly to satisfy this need for being well anchored, this need to bind time. Many appliance dealers report that sales of top-

price products are more frequent now than a few years ago. Why will middle-income consumers pay \$500 for a stove when one at half the cost would seem adequate? Here is one respondent's expression that typifies our general finding:

"It's a thing you hope to be a once-in-a-lifetime purchase. And you want to get the best you can, the very latest features. You don't want it to get out of date in a few years—you don't want to get something that won't fit in as things get better—and when you start to look at it like that then you say, why not spend the extra \$100. It seems foolish not to."

2. The consumer wants better taste. We have found a demand for better taste in furniture, in accessories, in architectural design, in business machines, in clothing. Indeed, it is difficult to find an area in which better taste is not wanted.

3. The consumer wants new sensuous experiences. A typical respondent tells us how this motive operates in his family's food preferences.

"When I was a kid we were a meat and potatoes family—and no fancy-Dan stuff for us. Now we eat onion soup, and shrimp soup, and paprika chicken—and fancy salads and dozens of things I never even heard of when I was a kid. We used to eat only yellow store cheese—now we buy and eat all kinds of cheeses from all over the world, I guess. Somehow eating seems to be a lot more fun than it used to be."

This quotation expresses beautifully the change from the functional approach to life (we eat to live) to an "experiencing" approach to life (we live to enjoy eating), a change which plays a major role in shaping the patterns of food buying, for instance.

4. The consumer is searching for new frontiers. We find that as the new American middle class expands, in a seeming paradox it also wishes to get relief from the restrictions of urban life.

As an interesting symptom, taverns, night clubs, movies, professional baseball are barely holding their own and even show a decrease of receipts.

On the other hand, there is unprecedented participation in recreational activities which offer escape, exhilaration, power, and mastery over the elements.

The boom in ski equipment, in boating equipment, in underwater equipment fulfills the desire to enter new worlds and gain a more exhilarating sense of participation in elementary life.

5. The consumer wants culture. Sales of classical records continue to be good, and reprints of French moderns appear even in drug stores at \$2 each. The heavy intellectual fare of philosophy, social history, art criticism, psychology, once confined to the high-price book sold narrowly in academic circles, has become the hottest item in the book trade at a low price within paper covers.

Here we find a dual motivation—the expansion of cultural and intellectual horizons into new realms of experience, and a seeking for roots, for links to the past, for stability, for

Is your product

Motel Minded?

As you survey the buying power of this \$4-billion-plus market you should know:

- ✓ THAT there are 885,000 motel rental units in all the tourist courts in America today.
- ✓ THAT in the next 12 months 230,000 new motel rental units will be built.
- ✓ THAT in the same period 250,000 motel rental units will be air-conditioned.
- ✓ THAT \$3,900,000 will be spent by motel-tourist courts for carpeting alone.
- ✓ THAT many four-or-five-year-old motels are considered antiquated.
- ✓ THAT in the year ahead sizable expenditures (an estimated \$1 billion) will be made for up-grading of older rental units, repair, replacement and reconstruction.
- ✓ THAT most motel owners-operators have never had previous experience playing host to Americans on the highways.
- ✓ THAT TOURIST COURT JOURNAL, the magazine with 20 years' know-how, is written to show-how. It is the spokesman of the tourist court-motel industry; the acknowledged pioneer and leader; the big brother and father-confessor of this great and growing industry.

Would you like more detailed data on this \$4-billion-plus market? Then send for **INSIDE INFORMATION**. Filled with facts and figures on which you can rely! An authentic source-book on everything that goes into the construction, furnishing and operation of motor courts: from candles to coffee cups; from linens to locks; from roofing to rugs; from soap to showers to swimming pools.

There is no market-study like it. It proves: if you have anything to sell (except elevators) you have something to sell this phenomenal market. Your copy is waiting for you—and it's free. Simply write Lee Hainline, Advertising Director, Tourist Court Journal, Temple, Texas and say: "I want **INSIDE INFORMATION**."

When you talk to the American Motel Market, put it in the **Journal**

TOURIST COURT JOURNAL • Temple, Texas

National Advertising Representatives:

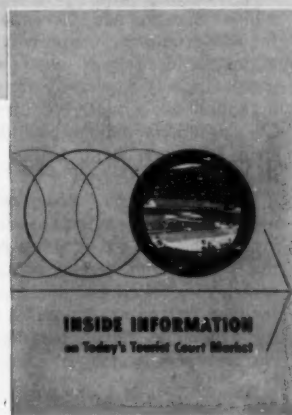
New York: A. B. McCLANAHAN, 295 Madison Avenue

Pasadena: J. W. CONROW, 1175 Woodbury

Chicago: WILLIAM S. AKIN, 19 South La Salle

Atlanta: LARRY WEAVER, 1447 Peachtree St., N.E.

Detroit: BLANCHARD W. CLELAND, 8242 Woodward Ave.



giving the evanescent here and now a meaningful place in the sweep of time and history.

6. The consumer wants to enjoy life.

Many of the old-fashioned virtues are waning. Saving, leading a puritanical life, wishing to "deserve it" before one collects a reward have ceased to be typical attitudes in an era where an airline is having success with the slogan: "Have fun today, pay tomorrow."

Here is just one example of how this motivation may be translated into sales language:

A red cedar manufacturing firm was up against the problem of a product more highly priced than any other kind of shingle. We recommended that the firm build its promotion on this basic appeal: "You like our shingle, you like the look and feel of red cedar. The price shouldn't bother you, because modern man's budget involves not only utilitarian purchases but also emotional satisfactions, the price of his pleasures." This conscious appeal to a new philosophy of life was instrumental in overcoming sales resistance, because it put the product into a different psychological frame of reference to which the consumer spontaneously responded.

Morality and sales. Here, however, we must stop for an important consideration. Since we are living in an era of transition, moral conflicts between new and old concepts are inevitable. Even in our freely spending society where many among us no longer believe that hard work and savings are the most desirable things in life, in many cases these ideals still remain the *subconscious criteria* of morality. This is a psychological fact of great importance to every salesman.

Consider, for instance, the problem of purchase postponement.

We know that most consumers have stored away in their minds a long list of items the purchase of which is postponed to some "more favorable moment." But what determines the decision to postpone? Are postponements invariably determined by sound economical considerations? Do consumers mainly postpone purchase of luxury items to buy necessities and conveniences?

The answer to both questions is negative. Our evidence shows that "moral" people are prone to postpone the purchase of essentials and conveniences as well as of luxuries, all for the self-same "moral" reasons. Let's examine the three categories of postponement one by one.

Luxury purchases. "Everybody is buying like mad things they don't really need and can't afford anyway," declared one of our respondents, a 29-year-old accountant and father of two children. "I've been looking at a record player for months now. Sure I could buy it. But I'm damned if I will before I have more reserve in the bank."

This case is typical. It characterizes a general situation of great importance.

A segment of our urban population acquired its shopping morality in an economy of scarcity where many people spent almost all of their income on non-durable consumption, food, rent, utilities, entertainment, clothing. And whereas the larger part of our society, and especially the younger generation, have by now adjusted themselves to the economy of abundance, the moral die-hards are unable to take this jump. They are averse to acquiring a product which is not sheer "consumer good," but carries an aura of "self-indulgence."

The psychologically correct approach to them is to appeal to the core of their resistance: their super-ego.

Such an approach in practical application means preaching the morality of permanence. You should say, in effect, "We know that purchase of our product may mean a departure in your shopping habits. But you are not buying something which is here today and gone tomorrow. With this product you are obtaining real, lasting value."

Convenience purchases. There has been considerable discussion of the fact that some labor-saving devices such as vacuum cleaners and automatic washers rapidly become "must" items, to be purchased as soon as possible, while others such as the automatic dishwasher, home driers for clothes, juice mixers, garbage disposers, etc., remain highly deferrable. What is the explanation?

Contrary to the old theory that people will always follow the "law of least effort," we find that they tend to follow a "law of medium effort."

Again we face a moral issue. To millions in America it is morally permissible to lift the burden of drudgery, but it is not morally permissible to shirk reasonable effort.

The very fact that these products are desirable makes it easier for the puritanical consumer to defer them, for he can then "feel good" in denying himself their pleasure.

In this situation advertising and

merchandising can do two things:

1. Preach the morality of saving. The ads should say subtly something like, "It is sinful to waste on dirty dishes time and energy which should be saved for your children, your husband, your home, your community."

2. Preach the morality of fullness of life. This means showing that the new way does more than make life easier, more luxurious, softer. It means showing that the new way offered by the new product leads to an ultimate enrichment of life, that it offers the possibility of new and more deeply rewarding kinds of activity.

Necessity purchases. The moral overtones of American life are evident in those instances where the consumer postpones the purchase of an item considered a necessity by the majority of his fellow citizens.

We have found that car buying is still often connected with this situation. The morality of car ownership has long since been decided in principle. Yet in many cases a major moral decision still remains: "Do I have the right to give up an expensive piece of equipment which still performs adequately for one I would like better?"

In 1955, the most successful year in the history of the automobile industry, this question was answered positively. According to our findings the very fact that millions rushed in to buy new cars constituted a collective moral permission and served to break down individual resistances.

In the current year, however, there is something like a moral hangover in the air. Many new car owners behave as if they had been persuaded to sin, as if they had transgressed. This atmosphere is influencing unfavorably the moral decisions of millions of 1957 would-be buyers.

Amidst this situation, appeals to desire and to reason, to the id and the ego won't be sufficient to reverse the trend. What the automobile industry needs is more forceful appeals to the super-ego, the moral censor inherent in every consumer.

Today's woman as a consumer.

In this age of transition, the purchase pattern of 1957 will be influenced strongly by yet another essential factor: the changing attitude of our ladies toward life. In view of the dominant role women play in most buying situations, this change will have a fundamental impact on all our manufacturing and commercial techniques.

Over 100,000 female case histories in our files warn us, in fact, that today we are dealing with a new type



"I'll take *this* one!"

The deciding factor—the PARENTS' MAGAZINE Seal



THIS is the big moment in the life of a product...time of brand selection... when national advertising and merchandising merge into a single force.

Helping to establish the brand preferences of millions of mothers is the PARENTS' MAGAZINE COMMENDATION SEAL, symbol of product reliability.

This is the emblem that assures shoppers of good value.

This is the clincher for sales of every kind of product.

This is the Seal that can help move your brand!

Guides the living and buying of 1,675,000 families with well over 3% million children... 7,000,000 consumers in primary homes!

of woman who has different wishes, dreams, demands and approaches from those of her mother and grandmother. More concretely, she expects to receive these basic satisfactions from shopping and buying:

1. Partnership. We have found that the prevailing philosophy of marriage represents a middle-of-the-road attitude between the helpless female and the aggressive self-centered woman. Husband and wife seem to have come to terms and are forming a democratic partnership in running Operation Family.

This means, first, that the woman takes pride in her interest in and knowledge of many subjects that not long ago would have been "unladylike" to tackle. She has extended her attention from the "innards" of a chicken to the "innards" of the house, to plumbing, wiring, beams and even machinery.

As a counterpart, men do much more housework than ever before and are involved in discussions concerning food and "decoration" formerly the privileged territories of women.

This evolution is manifest not only in the novels and the movies but also in the physical structure of our modern houses. The boudoir is disappearing, a fact of consequence for the cosmetics industry. True, men are still defending their den, but more and more the walls are going down inside the home. Instead of isolation and individual space, we find that the concepts of unified living are coming into wider acceptance.

This more cooperative, more positive, more mature attitude toward life asks for a psychological partnership between the manufacturer and the advertiser on the one hand and the manufacturer and the housewife on the other. Just as the housewife doesn't "hate" the villain on the screen any longer, but knows he is a Hollywood actor with five children, she knows that an advertising slogan is an advertising slogan. Consequently she is set to evaluate the reasons behind the campaign; she ponders about the realism of the claim; she wonders why the manufacturers are putting out that new product. She is much less readily fooled, and wants to feel that the firm with which she is doing business recognizes her as a partner and takes her into its confidence. Her husband has done so. Why should she accept less from a stranger?

2. Broader base for moral values. The old-fashioned puritanical morality demanded that the housewife work at her "specialty" as hard as possible.

Everything had to be spic and span, her pies must be outstanding, her curtains just so. If she didn't live up to such exacting standards, she was lazy, neglectful, haunted by feelings of guilt.

The modern housewife is still partly caught in this conflict, but she is emerging from it rapidly. After an initial resistance, she now tends to accept instant coffee, frozen food, pre-cooked foods and labor-saving devices as part of her routine. But she needs a justification and she finds it in the thought that "by using frozen foods I'm freeing myself to accomplish other important tasks as a modern mother and wife."

In other words, the modern woman wants to remain a housewife, but endeavors to be emancipated from the slavish aspects of her duties.

This extension of the base for moral values has a great importance for the advertiser. He must put himself on the right side of the moral conflict and tell the housewife: "We are not depriving you of your privileges as a housewife. We are only taking out the drudgery from your house work."

3. The need for creativeness. Creativeness is the modern woman's dialectical answer to the problem of her changed position in the household.

Thesis: "I'm a housewife."

Antithesis: "I hate drudgery."

Synthesis: "I'm creative."

This means essentially that even though the housewife may buy canned food, for instance, and thus save time and effort, she doesn't let it go at that. She has a great need for "doctoring up" the contents of the can to demonstrate her personal participation, and her concern with giving satisfaction to her family.

The feeling of creativeness also serves another purpose: it is an outlet for the liberated talents, the better taste, the freer imagination, the greater initiative of the modern woman. It permits her to use at home all the faculties she would display in a career outside the house.

The yearning for creative opportunities and moments is a major aspect of buying motivations.

Today's woman needs credit for accomplishment, and the manufacturer mustn't take it away from her. If you say, "We at National Mills have developed the most wonderful new cake mix, just try it out and see how splendid your cookies will be," you deprive the woman of any feeling of true accomplishment. You take all the credit and all you are saying is that you are wonderful.

Try it the other way around. Tell her that she is a wonderful cook, and that your role is to try to make it easier for her to be even more wonderful. She is doing the job; you're giving her the right tools.

4. She is developing independent standards. Because the emerging modern woman is creative and tries to use her own mind and her own judgment, she is fast getting away from judging by collective or majority standards.

"Never mind the neighbors. I don't want to 'live up' to them or compare myself to them at every step. I buy and I use what appeals to me, what I want my family to know and to enjoy." This quote, from one of our interviews characterizes what is a pretty general feeling today.

Advertisers would be well advised to keep in mind this developing independence and visualize their audience not as a uniform mass of consumers but as individuals.

5. It's fun to be alive. In our research studies we find that today's woman increasingly considers life as something to be enjoyed, to be made a source of happiness.

Her concepts, however, are very far from the frenzies of the twenties, or from bridge and dance madness. She just wants to make life pleasanter and more enjoyable whenever an opportunity arises.

As a practical consequence, she remains economy-conscious, but she is much less price-conscious. If she has a choice between a cheap and expensive cut of meat, she will buy the latter if she can half afford it, provided she is convinced her family will get a kick out of the steak.

There is a collective feeling that it is no longer right to do without certain things. And if one's income is insufficient, the husband looks for extra work or, more often, the woman takes a part-time job.

Appeal to this thirst for greater fun, usually family fun, is a potent advertising device. Tell the housewife that you are adding more zest, more enjoyment to her life, that she is entitled to taste new experiences.

Even more positively, you should convey that you are giving her "lessons in living." A psychological survey conducted for the Columbia Broadcasting System showed that more than 70% of all housewives listening to daytime serials liked them because the shows were "so true to life," because they learned from them how to manage their own lives.

The End

DON'T LET CONVENTION PLANNING GET YOU DOWN



PLAN YOUR CONVENTION FOR A SHERATON HOTEL



You'll be on top of the world when you see the Sheraton Sales staff swing into action for you. They can help you a thousand ways — arrange for meeting rooms and banquet halls, plan menus and entertainment, make sure no detail is overlooked. And they'll help keep your costs down, show how to get extra mileage out of your budget.

Sheraton Hotels have the facilities you need. You needn't worry about such things as air-conditioning, sound and lighting systems, screens and projectors and the like. You'll find big ballrooms and lots of exhibit space. If you wish, Sheraton's complete nationwide Closed-Circuit TV Network is at your command. Sheraton Closed-Circuit meetings are available in 240 cities — and it's the only service offering large screen color.

Contact the Sheraton convention experts today. Write to:
SHERATON HOTELS, NATIONAL CONVENTION OFFICE,
SHERATON-PARK HOTEL, WASHINGTON, D. C.



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TORONTO
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HAMILTON, Ont.
Royal Connaught

165 Questions on '57 Planning

- Departmentalized to inspire new thinking.
- Arranged in an order best calculated to help you discover strengths and weaknesses.
- Developed to help you measure your sales progress.

This check list is designed to maximize the profitable uses you make of your end-of-year review of sales, of market conditions, of sales promotion activities, of cost of doing business, and of any other observable or reportable activity in which you may be involved.

Knowing, or finding, the answers to these questions will keep you on top of your competition, help you to organize yourself to manage more effectively and improve the efficiency of your entire sales operation. It is specifically designed to help you to evaluate your sales position as it exists today and to make it possible for you to plan the sales activities ahead of you more wisely, more intelligently.

Place a check mark in the appropriate column. Check "yes" if you feel you have the situation or problem, spotlighted by the question, under control. Check "no" if you don't. If you are not sure, or feel you have to qualify your answer, check "uncertain."

When you've finished, come back to those questions you checked "no" or "uncertain." Then take action. Take steps to find out why you are uncertain or had to check "no." Your future sales success could well depend on the new facts, new data, new answers you uncover.

Markets. Does your analysis of sales areas indicate you are getting a satisfactory share of the business available?

Do you know where and why you are gaining or losing ground by territories, customers and product lines?

Do you know in which areas sales potentials are worth additional investment of time and effort?

Do you know the current trend of key market indexes that cues you to sales trends?

Have you up-to-date information concerning changes and trends in the composition of your market (population, number of distributors, sales potential, etc.)?

Do you feel confident that you are tapping your full market potential?

Do your sources of information about market conditions equip you to spot sharp changes in sales early enough?

Are you acquainted with the progress or lack of progress made by competition—by market, by type of customer, by outlet?

Do you have a fairly intimate knowledge of how your own and competition's sales promotion efforts have increased or fallen off in each of your key markets?

Are markets adequately covered, exploited, defined?

Are your territories and/or channels of distribution (outlets) set up to give you the most efficient coverage in proportion to sales potential?

Have you revised the proportion of the sales load to be carried by each area where shifts in buying power have taken place?

Are you convinced you are reaching all types of active users of your product?

Do you feel you have fully exploited the sales opportunities in foreign markets that are close to home (Canada, Mexico) or those easy to reach but more distantly located (Latin America, Europe, Japan)?

Do you feel your estimate of the market situation immediately ahead of you is an accurate one?

Are you acquainted with how extensive your direct and indirect competition is?

Have you the means to evaluate competitive penetration, aggressiveness, success?

Is your market research adequate?

Have you explored all the ways market research can help planning, sales promotion, organization, new product development?

Has market research fully explored the market conditions for new products in-the-works?

Have you researched the possibilities of greater integration of the sales function with other company functions?

BY WILLIAM J. TOBIN

Is sales and market research paying off?

Is market research enriching other sales activities with new ideas, new techniques for promoting sales and the efficiency of the entire sales operation?

Competitive position. Are you prepared to meet increased competition in the event slackening demand causes a fall off in business?

Can you pinpoint the product or service categories in which you increased your share of the business available in the market?

Do you know your competitive position in each of your major marketing areas—by product line, dealer and type of customer?

Do you know why you are strong and gaining in certain areas, weak and losing in others?

Do you have the information to compare current shipments, sales, and unfilled orders with industry trends?

Do you know how you progressed or lagged with respect to competition in the peak and slack periods of the year?

Do you have the sales picture straight vs. your competition by brand, by type of outlet and consumer?

Do you feel that sales checks keep you adequately informed? (Do you need fewer or more checks, monthly instead of quarterly reports, daily instead of weekly checks?)

Do you know what your percentage share of the market is—by product, sales area, type of outlet?

Do you know how distributors and dealers rate your product vs. competitive products?

Do you feel you are adequately informed as to over-all industry trends in the national economy?

Do you feel you are holding your own against competition outside the industry?

Are you acquainted with the effect imports may have on your competitive position?

Do you feel you are doing everything possible to combat competitive advantages?

Do you feel you have adequate answers for top management questions about your progress or lack of progress vs. competition?

Do you know why and in what areas competition is doing better?

Can you identify the new competition?



While waiting for shipments away overdue,
Sam aged like Methuselah and looked like him, too.



Now he's youthful again, filled with joy effervescent
His dependable shipping is **RAILWAY EXPRESS** -sent!

The big difference is

Whether you're sending or receiving,
whether your shipment is big or small,
whether you're shipping here or overseas
—always specify Railway Express. You'll find
it makes the big difference in speed, economy,
and safe, sure delivery. And now you can make fast,
economical shipments via Railway Express Agency's
new international air and surface connections.

*It's the complete rail-air shipping service,
free enterprise at its best.*



... safe, swift, sure

Railway Express International Service now includes affiliations with: SEABOARD & WESTERN (and connecting carriers) ... TACA ... TAN
... BRAZILIAN INTERNATIONAL AIRLINES also SCHENKER & CO. and the AMERICAN EXPRESS COMPANY foreign connections.

Are you doing all you can to combat competition inroads?

Distribution setup. Do you have an effective program for helping distributors and dealers?

Do you know how distributors and dealers evaluate your line in comparison with competition's?

Are you prepared to capitalize on the strengths and compensate for the weaknesses of the major outlets handling your line?

Do you feel fully informed as to what outlets think of your product, your services, your sales promotion and merchandising efforts?

Have you fully explored ways in which you might adapt or improve on the best dealers aids provided by the competition?

Do you feel distributors and dealers are making adequate use of your point-of-purchase material?

Do you know what sales and merchandising aids dealers and distributors will need in the immediate future—to sell new products, to display new uses of the regular line?

Do you feel dealer and distributor aids are worth the money you invest in them?

Do you feel you are adequately informed as to which distributor and

dealer aids are most effective, which are least effective?

Do you feel you are doing as good a job as competition in supplying outlets with sales aids?

Do you have plans for creating closer ties between yourself and your channels of distribution?

Do you know in what areas it will be necessary to get outlets to coordinate their sales efforts more closely with yours?

Do you feel you are doing everything you can to help dealers sell more of your product or services?

Do you have enough sales outlets?

Do you have the kind and quality of outlets that are best suited to maximize the sale of your product or services?

Do you feel outlets are adequately serviced by your salesmen?

Do you think you are adequately informed concerning their sales potential, problems, needs, helps you can supply them to increase their sales and profits?

Sales and distribution controls.

Are sales controls detailed enough to permit you to pinpoint the individual or product line responsible for increased costs—or for reduced expenditures due to improved efficiencies in

distribution or operation?

Do you know how the percentage of your net sales allocated to rent, wages, delivery, bad debts, and other costs compares with the expense distribution of the average concern in your industry?

Can you tell from an analysis of your controls what channels of distribution are most effective for reaching your markets?

Do controls provide for adequate standards for measuring the performance of distributors, dealers, supervisors, salesmen?

Do you feel the controls you now have are sufficient in number, quality, usefulness?

Do they contain provisions for compensating for unrealized or unattainable sales goals?

Are sales controls adequate for the job ahead?

Do they pinpoint weaknesses limiting sales opportunities soon enough for you to take effective action?

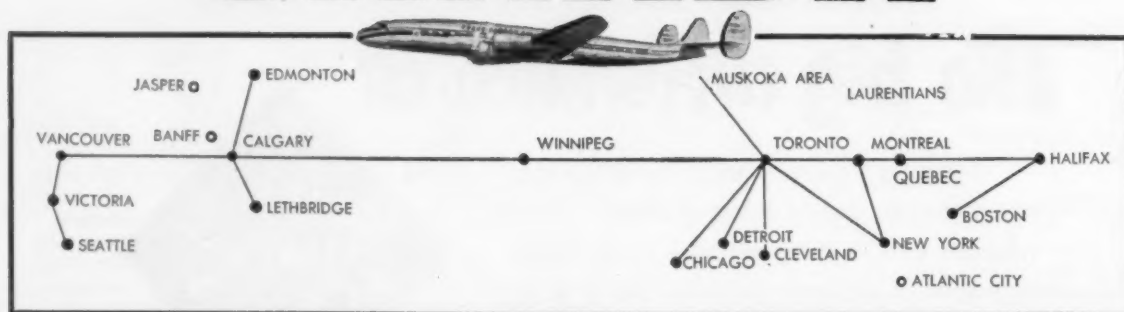
Do you know if they work to keep inventory fluctuations at an optimum minimum?

Are you satisfied with your expense and budget controls?

Are sales and distribution controls adequate enough to show you where you are gaining or losing ground by

When you meet and greet in

CANADA



you'll appreciate TCA's speed and service

The colourful cities and resorts of Canada are just a few hours away—less than a day from any large U.S. city. TCA directly serves New York, Boston, Cleveland, Detroit/Windsor, Chicago, Tampa-St. Petersburg, Seattle-Tacoma. Connecting TCA services wing you swiftly east or west, clear across Canada.

Express services by luxurious Super Constellation link Montreal, Toronto, Winnipeg and Vancouver. Services by Viscount—the world's first turbo-prop airliner, introduced to America by TCA—give fast, smooth flying on inter-city routes, on routes from the U.S.—on Canadian inter-city and trans-Continental routes.

Fly TCA—your quick, easy way TO AND ACROSS ALL CANADA—now quicker, more convenient than ever!

SPECIAL FARE REDUCTIONS AVAILABLE FOR GROUP TRAVEL

See your Travel Agent or TCA Office in: Boston, Chicago, Cleveland, Detroit/Windsor, Los Angeles, New York, Seattle, Tampa-St. Petersburg.



TRANS-CANADA AIR LINES

**A
Specialized
VERTICAL
PUBLICATION**



With a HORIZONTAL COVERAGE

read by over **50,000** Counter, Fast Food and Fountain Restaurants

NO MATTER WHAT YOU CALL THEM — fountains, counter restaurants, luncheonettes, coffee shops, diners, industrial cafeterias, sandwich shops, drive-ins, etc.

NO MATTER WHERE YOU FIND THEM — in drug stores, variety stores, department stores, confectionery stores, airports, railroad stations, bus terminals, etc.

ON MAIN STREET OR MAIN HIGHWAY OR IN INDUSTRY — they all have one thing in common —

FAST SERVICE

When you specify Fast Food for an advertising schedule, it's an assurance of a market well covered vertically and horizontally.

A BILL BROTHERS PUBLICATION



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The Richard Railton Co., Monadnock Bldg., San Francisco 5, Calif., Sutter 1-1060



It's 2 to 1...

In fast-service eating places, twice-the-turnover-per-seat means more meals... more sales... more profits.

territories, customers, products, salesmen, regional or branch offices?

Can you tell from an analysis of sales controls if your sales promotion expenses (by category) are out of line, adequate or inadequate?

Prices and discounts. Do you know how your price and discount structure compares with your principal competitor?

Where you have to, are you ready to *raise prices* when customers are most likely to accept them?

Where *price cuts* are necessary, are you prepared to counter the loss in business with a *stronger push* for increased sales volume?

Are price lists, catalogs and specifications currently posted, clearly stated, of maximum use to all users?

Have you made all the necessary checks to determine price *weaknesses* by markets, outlets, buyer groups?

Have you made a market by market check to determine where you are underpriced or have priced yourself out of the market?

Are you satisfied that your terms of sale are the best you can offer to attract all possible business?

Do you feel discounts to dealers and distributors are fair and adequate?

AUTHOR TOBIN

has had "sales" connected with his name throughout a varied career. He writes prolifically on selling and sales management. He has taught selling; he's been a sales consultant, sales promotion writer, sales trainer and sales analyst. Most recently, he was an editor in the selling and merchandising division of the Research Institute of America, Inc.

Are quantity discounts in line with those offered by competition and calculated to produce maximum sales volume and profit?

Are you sufficiently informed about competitive price *changes*?

Are your prices within the law in all respects?

Product development. Do you feel you have explored *all* the uses of each service or product line you sell?

Will you be prepared to *shift* product development where shifting market conditions indicate a change is in the offering?

Have you earmarked particularly those lines or items which may have

to be *killed* as well as those which might be pushed harder?

Are you persuaded that the products you sell are of good quality and design?

Have you made all the recommendations you can to *improve* product quality, acceptance and distribution?

Do you feel you are keeping pace with changing market requirements?

Have you completely explored the possibilities of new product development?

Are you reasonably informed of competitive new product developments?

Have you researched customers and salesmen thinking about new product developments you might sell?

Do you feel you have all the data you need with which to suggest new product improvements and eliminate most buyer complaints?

Are salesmen and other sales promotion personnel adequately informed about future product development plans?

Are you in a position to determine your need for more profitable, lower- or higher-price products or services?

Do you feel reasonably informed about product strengths and weaknesses?

Give the Gift you'd like to get yourself . . .

Go to your local store and see all of the attractive, imported Hennessy gift packages in a wide range of prices to fit your gift needs. No matter which you choose, yours will be a gift of good taste that is sure to please.

★ ★ ★

ARMCHAIR SHOPPING SERVICE

Hennessy is available everywhere, but you can now *send* Hennessy Cognac as a gift to friends and business associates in 30 states. For complete information, write, wire or phone: *Beverage Gift Service, Dept. H, City National Bank Bldg., Beverly Hills, Calif. CRestview 1-6286*

★ ★ ★

HENNESSY

The World's Preferred **COGNAC BRANDY**

84 Proof • Schieffelin & Co., New York



Buyer preferences. Have you informed yourself about buyer preferences by product line, channel of distribution, by market?

Do you know where buyer preferences are on the increase or falling off? Do you know why?

Have you made a check of buyers' attitudes toward new products you plan to market in the near future?

Do you feel adequately informed about buyers' attitudes toward price, product design, styling, packaging, other features of new and old products?

Have you evaluated competition's success in switching buyer preferences?

Do your plans for tooling-up and your beginning production rates rest on a close estimate of potential sales?

Have you explored and tested all the sales promotion media you feel will increase buyer preferences, encourage changeovers, increase buyer loyalty?

Have you the means for detecting changes in buyer preferences promptly?

Are you adequately informed about distributor and dealer complaints? Are they accurately reported? Are they exaggerated or minimized?

Sales development. Do you know in what specific area you stand to gain by a closer coordination of personal selling with advertising and sales promotion?

Have you checked sales reports to determine if salesmen are doing all they can to develop new sales?

Are your men doing a *balanced* job of selling? Is the product "mix" right?

Are you selling enough *new* accounts and getting enough new business from old accounts?

Do you feel you did an adequate job of selling the staff on attaining sales goals?

Are sales quotas assigned after a careful estimate of sales potentials?

Are your sales force and your sales promotion expenditures distributed for maximum results?

Are you getting essential sales and sales costs data promptly enough, accurately enough and in sufficient detail to correct problems before they become critical?

Have you considered how you might improve sales performance by shifting sales supervisors and salesmen to new territories or accounts?

Do you have any measure, other than this year's sales or present sales costs, to help you set your goals for each territory?

Are you satisfied that the efforts of

the field sales force will be backed up by all departments of the business?

Are all departments informed as to how their work may help or hinder sales?

Do both credit and sales see eye-to-eye on how to handle special terms in today's market?

Have you determined what changes may have to be made in *incentive pay* for salesmen, supervisors, distribution personnel?

If the market turns better, is the pay plan designed to help gain the higher volume?

If the market turns worse, is your incentive plan designed to *minimize* the bad effects?

Do you feel customers and markets are adequately protected in case one or more of your better men decide to go elsewhere?

Do you know what you are going to do about problem territories and/or problem salesmen?

Are you satisfied with the way sales

budgets and quotas are established by product lines and sales territories?

Do you feel you are fully exploiting your competitive advantages?

Have you evaluated the effectiveness of each important sales promotion activity? Do you know which are producing profitable sales results and which are falling off in effectiveness?

Are you satisfied that you are doing everything you can to help outlets move your products?

Are salesmen and outlets adequately supplied with promotion material?

Are you prepared to make recommendations for improving sales aids and use of advertising media?

Have you done all you can to coordinate effectively personal selling with other sales promotion activities?

Are your salesmen adequately equipped to sell?

Sales organization. Are you satisfied with the way you and your staff

IRE remembers the man He sent written words and pictures by radio and created new markets!



JOHN V. L. HOGAN,
recipient of the
IRE Medal of Honor, 1956

IRE honors John V. L. Hogan for pioneering in the field of FACSIMILE, the electronic miracle of transmitting and receiving written words and pictures through the air, which has helped build a new world market for many products and services. Radio engineers, such as Mr. Hogan, in reaching new frontiers of achievement, originate the demand... then, demand the supply. It is these men who are the creative forces in a dynamic industry that IRE always remembers.

The Institute of Radio Engineers is a professional Society of 50,000 radio-electronic engineers devoted to the advancement of their field of specialization. Their official publication, *Proceedings of the IRE*, is concerned solely with these men and their accomplishments. All that is history making in radio-electronics is first presented, then followed step-by-step in its development, on the pages of *Proceedings of the IRE* in authoritative articles by the men behind these advances.

IRE remembers the man! Is it any wonder that the men remember IRE? Best way to get *products remembered*, if they are sold in the radio-electronics field, is through the pages of *Proceedings of the IRE* for... if you want to sell the radio industry, you've got to tell the radio engineer!

The
Institute of
Radio
Engineers
Proceedings of the IRE

Advertising Dept., 1475 Broadway, New York 36, N. Y.



SEND FOR YOUR
FREE
COPY



Learn About Your Products' Standing in Youngstown

A comprehensive, up-to-date survey of the 10 TOP BRANDS in the home and store—in Youngstown's rapidly expanding market.

Youngstown Vindicator

Youngstown, Ohio
Represented by Kelly-Smith Co.

SALES EXECUTIVE DRUG FIELD

This is a small midwestern manufacturer whose business has tripled in the past ten years, and who believes it can triple again in the next ten years with capable and aggressive sales management. We believe a man under 40 would be best suited for this job because he can make a top management position for himself if he has the right stuff. He should have had successful sales and executive experience, at least as supervisor or district manager. Please give us all the information you would expect from a man applying to you for a job. Box 3319, Sales Management.

handle inquiries, orders and correspondence?

Do you feel you have satisfactory two-way sales communications?

Do you think you gave your men enough time to make plans and offer suggestions to help your plans?

Do you know in what areas better service, faster processing of orders or other improvements might improve salesmen's competitive position?

Are responsibilities, assignments, sales territories, spelled out to your satisfaction?

Where your turnover rate is above average, do you have plans to reduce it?

Have you evaluated the pros and cons of centralizing or decentralizing key sales activities?

Are you satisfied that your present organizational setup is the best arrangement?

Do you know what effect an increase or decrease in sales personnel would have on sales?

Do you feel salesmen's paper work is kept to the necessary minimum?

Manpower development. Are you sure your men are receiving and using the latest sales promotion aids available?

Do you feel you've provided the right amount of supervision?

Are you satisfied with your incentive plans?

Do you feel salesmen are adequately compensated?

Are there a sufficient number of qualified replacements available or in training for all supervisory and sales jobs?

Is the morale of the sales staff everything you could wish it to be?

Do you know the specific areas in which sales personnel need additional training?

Do your salesmen have confidence

in your method of determining sales quotas?

Do supervisors have both the information and the motivation they need for doing a better job?

Are you adequately informed about salesmen's gripes, problems, sales helps they need to perform better?

Do you have a good program for maintaining selling enthusiasm?

Are you satisfied with your selection and hiring procedures?

Do training procedures adequately equip salesmen to sell?

Is your sales training flexible enough to adapt to changing market conditions?

Do you feel you spend enough time with your firing-line salesmen?

Sales policies. Are you organized to effect changes quickly, profitably?

Have you taken action on all changes requiring your attention?

Have you reviewed the need for each important policy statement as it is now written?

Have you notified every interested party about new policy statements?

Are you satisfied that sales policies are clearly understood by salesmen, distributors, dealers, other personnel?

Are sales policies flexible enough to change with changing production, inventory schedules, sales goals?

Do sales policies support service and product development policies?

Are you satisfied that present sales policies are reasonably adequate for the long pull?

Are they in writing, easy to get at, available where needed?

Are sales policies flexible enough to meet competition's newer, more attractive offerings?

Have you made every effort to phrase sales policies so that they have maximum sales appeal for distributors, dealers and final purchasing agents?

The End

Reprints of Retail Sales "Distort" Map

The two-color fold-out map that follows page 92 in this issue has been specially prepared to help sales executives visualize the relative size of their markets. It is based on Sales Management's estimates of 1955 retail sales, as published in the May 10, 1956 "Survey of Buying Power." Extra copies of this "distort" map, measuring 11¼" x 16" and suitable for framing, are to be made available for 50 cents each. Write to Readers' Service Bureau, Sales Management, 386 Fourth Ave., New York 16, N.Y. Ask for "Retail Sales Map."

Showcase Specials by Gair



CLEAN SWEEP FOR BISSELL. This compact, attractive carton for the new Bissell carpet sweeper and its four-section handle is gift package, display unit, storage receptacle all in one. It walked off with a first prize and merit award in the Folding Paper Box Association of America's 1956 competition. A perforated hinge joins top and bottom of the one-piece

carton so that the bottom section can be lifted in to the die-cut side walls of the top section to form a tilted display. On the inside top panel, the white and gold lettering on blue background flags the customer's impulse-buying instincts. Want your carton to do multiple duty at point of sale? Talk it over with the man from Gair.



LOEWY DESIGN FOR SUGAR. Dixie Crystals sugar cartons, gravure printed and produced by Gair, win instant brand identification with a new design by Raymond Loewy Associates Inc.

Red and white cross bars on the cartons—used on all Dixie Crystals packaging—are the eye catchers. Full color pictures of cakes and confections carry the taste appeal, while background colors of blue, light and dark brown indicate type of sugar. Pleased with the quality of Gair's reproduction, the Dixie Crystals people see the new package improving sales.



NEW SPARKLE FOR WHITE ROCK. This new White Rock carrier marks the first use of 4-color gravure printing in the carbonated beverage industry. The White Rock people felt that only gravure could truly reproduce the brilliant graphic design Gair created.

Second unique feature is the new tab in the upper left of the carrier. The tab is perforated, used as a coupon for special messages or promotions.

Gair Package Analysis is a service designed to blueprint a package that will fit your product, your packing and shipping methods and your market. Write us at 155 East 44th St., N. Y. 17, N. Y.



GAIR creative engineering in packaging

FOLDING CARTONS • SHIPPING CONTAINERS • PAPERBOARD • KRAFT BAGS AND WRAPPINGS
Robert Gair Company, Inc. • 40 mills and plants in the United States and Canada

FC.6.6

TRY THIS ONE ON FOR SIZE

...but be ready for big things to happen

Eleven million seven hundred eighty-three thousand is a lot of families.

Yet every Sunday morning the editors of **THIS WEEK** Magazine are prepared to take your advertising into that many living rooms and there deliver this enormous and responsive audience.

In the audience will be the *actual buyers* of more new 1957 cars than either Ford or Chevrolet will manufacture all next year.

In the audience will be more actual customers for groceries than mighty A & P, Safeway, and Kroger *combined* can serve—nearly a third more, in fact.

Time was when a million circulation would pick out the "best" buyers. Time was when the 5- or 6-million magazine could talk about adequate "coverage." Time *was*.

Today the U. S. economy is *so* big, *so* important that a thin haze of advertising coverage is not penetration enough. Not *nearly* enough.

THIS WEEK Magazine from its original conception has been a publishing idea designed for the *big* job. Drawing power and prestige from the nation's great newspapers, holding its readers with an editorial approach as basic as human nature, multiplying itself by color gravure automation into a near-dozen-million copies per week—such is **THIS WEEK**'s "size."

THIS WEEK, if we may borrow a phrase, is the large economy size — reaching enough people in enough places to stand alone. And **THIS WEEK**'s advertisers, having *felt* its mighty pull, can testify to the big things that happen when they go to market with it!

**Your advertising will be read by more people in
This Week Magazine than in any other publication.**

MEASURE IT FOR ITS GROWTH

.....and prepare to be astonished

On Sunday, October 7, THIS WEEK Magazine began to cover the "Rocky Mountain Empire." On that day we became a part of the powerful Denver Post. That day we reached 350,000 families whom we could not count the Sunday before.

Such *growth by expansion* in other important market areas can be THIS WEEK's sure path to its 12th and 13th million.

Then add *growth by normal increase*. For each year THIS WEEK grows without strain or pain: Its present member newspapers steadily take on new circulation to match

population increase and as their own coverage spreads.

There is great significance to this picture of certain growth. These are days of soaring circulation costs, of wavering public interest—a time of transition in reading habits. Magazines, like men, need *vitality*, need to be "going places," need to have a bigger future.

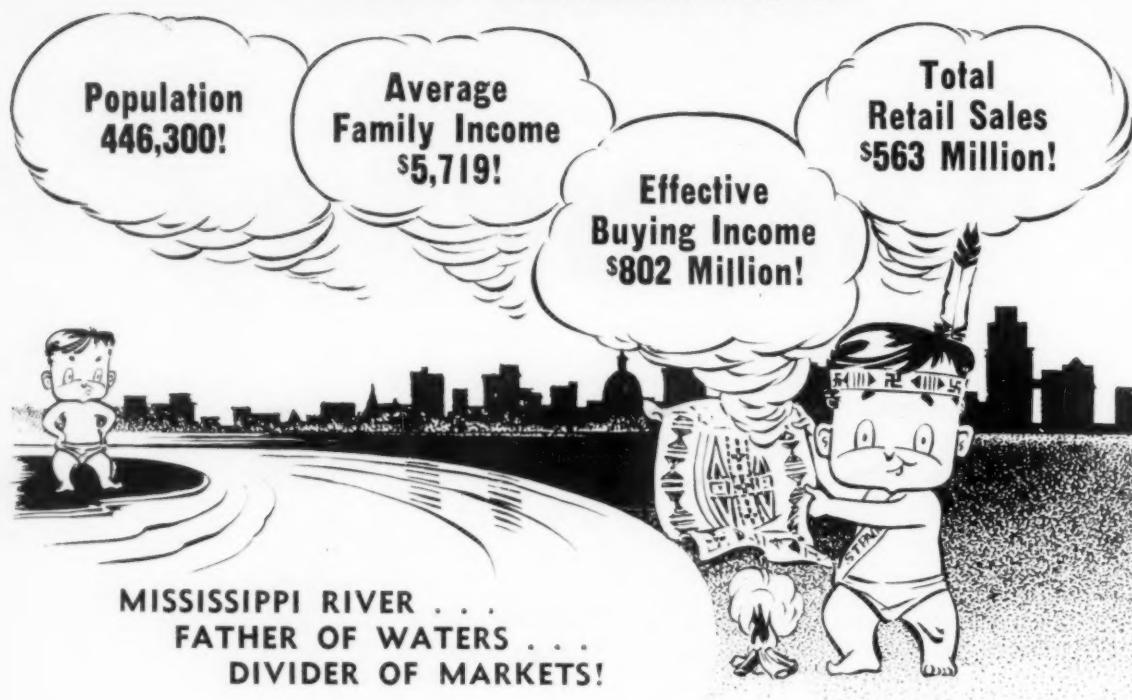
If you'll look seriously at the magazine field you will be surprised. Indeed, you will be *astonished* at how big and bright the future looks for THIS WEEK Magazine.



11,783,542 weekly circulation in: THE BALTIMORE SUNDAY SUN • THE BIRMINGHAM NEWS
BOSTON SUNDAY HERALD • THE CHARLOTTE OBSERVER • CHICAGO DAILY NEWS • THE CINCINNATI ENQUIRER
CLEVELAND PLAIN DEALER • THE DALLAS MORNING NEWS • THE DENVER POST • DES MOINES SUNDAY REGISTER
THE DETROIT NEWS • THE HOUSTON POST • THE INDIANAPOLIS STAR • THE JACKSONVILLE FLORIDA TIMES-UNION
LOS ANGELES TIMES • THE MEMPHIS COMMERCIAL APPEAL • MIAMI DAILY NEWS • THE MILWAUKEE JOURNAL
MINNEAPOLIS SUNDAY TRIBUNE • NEW ORLEANS TIMES-PICAYUNE-STATES • NEW YORK HERALD TRIBUNE
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PROVIDENCE SUNDAY JOURNAL • RICHMOND TIMES-DISPATCH • ROCHESTER DEMOCRAT AND CHRONICLE
ST. LOUIS GLOBE-DEMOCRAT • THE SALT LAKE TRIBUNE • SAN ANTONIO EXPRESS AND SUNDAY NEWS
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THE WASHINGTON SUNDAY STAR • THE WICHITA SUNDAY EAGLE

**Your advertising will be read by more people in
This Week Magazine than in any other publication.**

THERE'S A HEAP BIG MARKET ON THIS TWIN'S RESERVATION!



If you're hunting for sales, the St. Paul "half" of the nation's 13th market (Ramsey and Dakota counties) is one of the happiest hunting grounds you'll ever find.

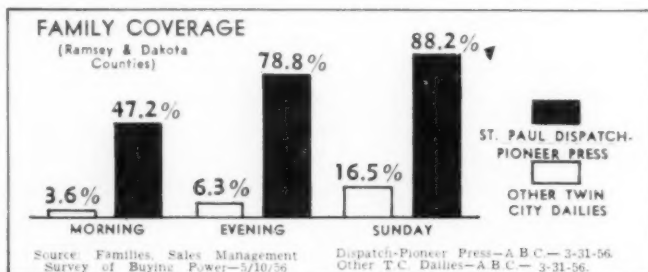
There are 446,300 people in the land-o-plenty market on the St. Paul side of the Mississippi River, and what a tribe of spenders they are! With an average family income of \$5,719, the effective buying income in this prosperous land is 802 million dollars a year!

And how that wampum flows across the counters of St. Paul retailers! Total annual retail sales add up to a mountainous \$563,468,000!

What's more, the people who spend all that money rely on one and ONLY

one . . . newspaper as their buying guide. The St. Paul Dispatch-Pioneer Press is heap big medicine in these parts, and it blankets every single inch of the big-buying St. Paul market.

If you want YOUR sales to climb in and around St. Paul, we'd like to show you how to send 'em soaring. Just write Dept. D, St. Paul Dispatch-Pioneer Press.



ST. PAUL

DISPATCH
A RIDDER NEWSPAPER
PIONEER PRESS

REPRESENTATIVES

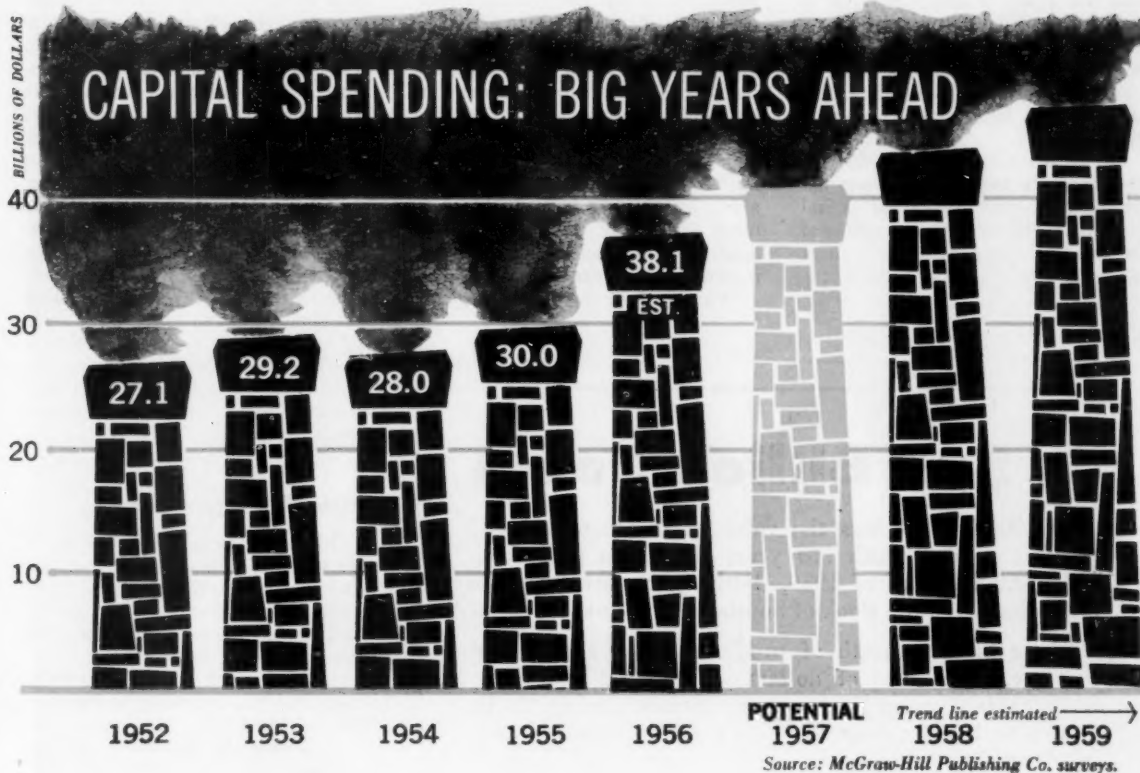
RIDDER-JOHNS, INC.

NEW YORK - CHICAGO - DETROIT

SAN FRANCISCO - LOS ANGELES

ST. PAUL - MINNEAPOLIS

SALES MANAGEMENT



Basic Capacity to Rise 7-8% in '57

BY DEXTER M. KEEZER and ROBERT P. ULIN, McGraw-Hill Publishing Co.

What could stop onrush of capital spending, which has increased capacity by 50% since 1950 and almost 100% since 1945? Prediction: in next few years expansion will not explode, but will match population and income.

Business has never spent as much money on new plants and equipment as in 1956, and it has seldom added so much new capacity in peacetime. In spite of construction delays and equipment shortages, total capital spending will probably exceed \$38 billion this year. It would be more if the materials and labor were available. Manufacturing capacity is up about 8% over 1955, with large additions also in supporting industries, such as mining, transportation, electric power and communications. Every visitor to New York remarks

about the commercial building boom, and it is much the same in other cities. Altogether, business is spending about 50% more for new plants and equipment this year than it did in 1951—the first burst of spending after Korea. And manufacturing capacity has increased about 50% since the end of 1950.

There are always those who ask: How long will it go on? Isn't capital spending likely to come down with a crash from the high level of the past year? These are perfectly good questions, because plans for capital ex-

penditures are subject to revision as conditions change. Moreover, the history of capital spending is that it goes in waves. Most recently, the wave that crested in 1952-53 was followed by a dip in 1954-55.

There is no way to say exactly how far the present wave of capital spending will go. We shall have a much better idea one month from now, when we get the results of McGraw-Hill's preliminary survey of company plans for 1957 and 1958. However, the advance indications for 1957 are very favorable—so favorable as virtually to rule out the possibility of a crash next year. The more likely prospect—unless all the signs are awry—is that capital spending will show another large gain in 1957, continuing the major uptrend of the past five years.

Here are the signs that indicate a further rise in capital spending:

1. As far back as May, 1956,

when we took our last survey, business had plans to spend as much in 1957 as in 1956.

2. All the plans for 1956 have not been carried out. Shortages have delayed construction—taking something off the 1956 figures and adding to plans for 1957.

3. Meanwhile, the steady flow of new products and new processes has created new opportunities for capital spending. Many such additional projects are being considered, as firms make up their capital budgets for next year.

4. Prices of capital goods are up about 7% in the past year, and there may be further increases in 1957. So plans will be figured at these higher prices. This is not a happy sign, but it does add to the dollar amounts to be spent, if companies can find the money.

5. Business has the money — at least it has more to spend than it did a year ago, because it has been raising more. The huge volume of security issues in recent months is mostly earmarked for new plant facilities.

What will all this money buy? It

will buy progress — progress in the form of safer, cleaner places to work; faster delivery of goods from factory to retailer; and a greater variety of new and better products for the consumer. Some capital expenditures are being made to increase capacity, of course. Some expenditures are being made to reduce costs — or rather to hold costs in check, since better equipment by itself is not enough to offset very large increases in wages and materials costs. But aside from these specific expenditures, there is an ever-increasing volume of capital spending that simply goes to make work safer and easier and to make products better. We expect this kind of progress in America, but we often forget that it costs money and that business spends the money.

A \$62 Billion South

\$62,000,000,000 was the value of the manufactured product of the South last year. This is a gain from \$11,190,000,000 as of 1939. Both figures are from the authoritative "Blue Book of Southern Progress," Atlanta.

These billions worth of products must be sold, and that means millions of dollars yearly . . . More than \$300,000,000, according to our estimates, using P.I.B. figures and other sources. That's a fair country score in advertising.

Southern Advertising has covered this field for more than 30 years. Identified as the home publication, we cover the Advertising Agencies (800), accounts doing regional and/or national advertising (1,000), District Sales Managers of national firms (600), Publishers (400), and other advertising executives—and those are the people who handle that \$300,000,000 yearly advertising.

Annual Review Number

For more than a quarter of a century we have produced an Annual Review Number which is the only such directory of advertising accounts, agencies, and executives published. If you do not run a regular schedule in Southern Advertising, the Annual Review Number is a big wedge to get your message into this Southern audience. Write for more specific information . . . We can help you sell in the South . . . Closing date for Annual is March 10.

Southern Advertising & Publishing

75 Third St., N.W., Atlanta, Ga.

... the hometown medium of the South ...

Ernest H. Abernethy, Pres., Garland B. Porter, Gen'l Mgr.

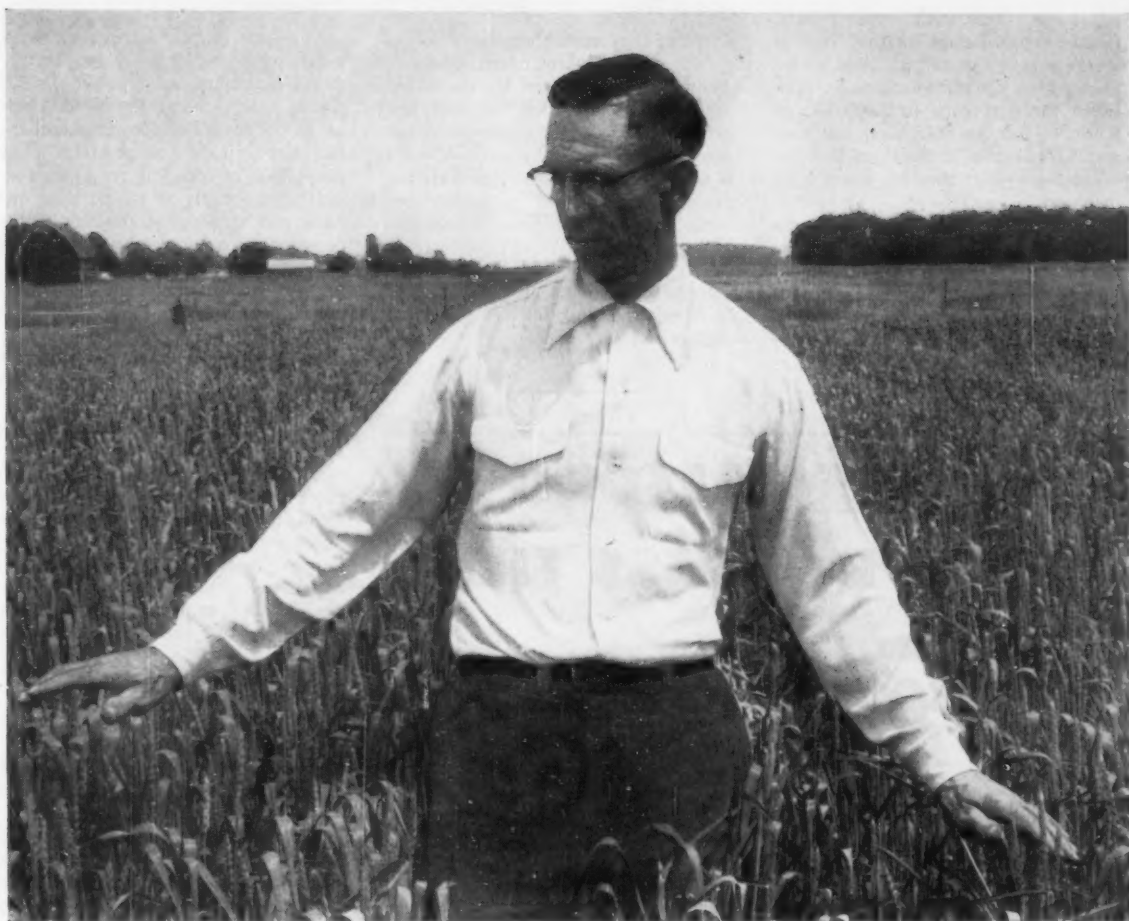
One of Nine Abernethy Publications

Research Budgets Growing

This is the type of capital expenditure that has been so greatly stimulated by the growth of industrial research and development. Industry's spending on research has increased from \$3.7 billion in 1953 to \$5.5 billion in 1956 and will rise to \$6.3 billion in 1959, according to data we collected last spring. The steady increase in research spending furnishes a constant goad to capital expenditures. Each year there are more new processes to be installed, more new products that call for special production equipment. This does not mean that capital spending depends on spectacular new inventions, as perhaps it did when these inventions were the result of occasional inspiration rather than regular, directed programs. What really adds up—in terms of capital requirements—is the multitude of product and process changes, most of them representing gradual improvements.

There is a good example of this in the field of automation. In most industries, the completely automated "push-button" factory is still a long way off. But the automation of particular machines is steadily reducing the number of dirty or dangerous jobs that are done by hand. Mechanical hands now insert the work-piece into a stamping or forging press, and workers' hands are safe. Television cameras take over the hazardous job of peering inside the open hearth furnace. Automatic molding machines cut down the smoke and dust in foundries.

Automation also makes for better quality. In the automobile, appliance and other mass-production industries, automatic machining—and even automatic assembly at some stages—turns



“MICHIGAN FARMER Keeps Us Up to Date”

says Lee Ferden, Saginaw County, Michigan

MICHIGAN FARMER is devoted wholly to the Michigan farmer's interests. It keeps news fresh with *two* issues per month . . . features modern practices that pay big dividends. And, for proof of its state-wide preference look at the circulation—9 out of 10 rural families are subscribers.

Take advantage of the *selling* power of this state farm paper that reaches *more* buyers with cash—in a big, choice market. Exceptionally broad diversification in this top-third farm income state (more than in any other) holds income *high* and *steady* all year long.

Here's a wide-coverage farm magazine that gives you full value for every space dollar. Besides, MICHIGAN FARMER is rotogravure printed (in full color, if desired) to save you the cost of plates.

Not many farm areas are as steady and prosperous

as Michigan's—nor many farm papers as popular as MICHIGAN FARMER. However, two comparable states are Ohio and Pennsylvania, served by THE OHIO FARMER and PENNSYLVANIA FARMER. It pays to use all three. For details write 1010 Rockwell Avenue, Cleveland 14, Ohio.

Michigan Farmer

East Lansing, Michigan

THE OHIO FARMER
Cleveland, Ohio

PENNSYLVANIA FARMER
Harrisburg, Pennsylvania

out more pieces with fewer rejects. Customers insist on quality, just as workers insist on safety. And so industry buys the automatic tools, even when the cost runs to \$200,000 or \$300,000 for an individual machine, and \$50 million to \$100 million for a complete plant that has many such machines.

Research will bring great changes in our production techniques over the next 10 years, even though the impact in any one year is gradual. Eventually, most of our metalworking operations may consist of continuous cast-

ing, molding or stamping—with powdered or fluid metals replacing solids. In the chemical field, many new possibilities are presented by the availability of atomic fuels for heat and pressure, and the development of improved catalysts. The steel industry is researching new processes that may do away with blast furnaces, coke ovens and other traditional equipment in favor of smaller, more versatile units. As the new techniques are developed, companies must spend money to install them, or fall behind in the competitive race.

The pressure to bring new products on the market is even more intense. One out of every four manufacturing companies reported in our spring survey that a significant share of its 1956 capital spending was for facilities to make new products. The proportion of spending for new products rises sharply as we go from the basic raw materials industries to the consumer durables industries, where almost half the companies were bringing out new products, and the chemical industry where almost two-thirds were spending for this purpose. Furthermore, the industries that have lagged in new product development uniformly report a step-up in their research programs. This means a step-up in the future rate of development for industry as a whole. You can get an idea of what new products mean to capital spending from the announcement that it cost \$240 million to "tool up" for the 1957 Ford, and more to develop the completely new line of cars that Ford Motor Company will introduce later this year.

What Can Stop It?

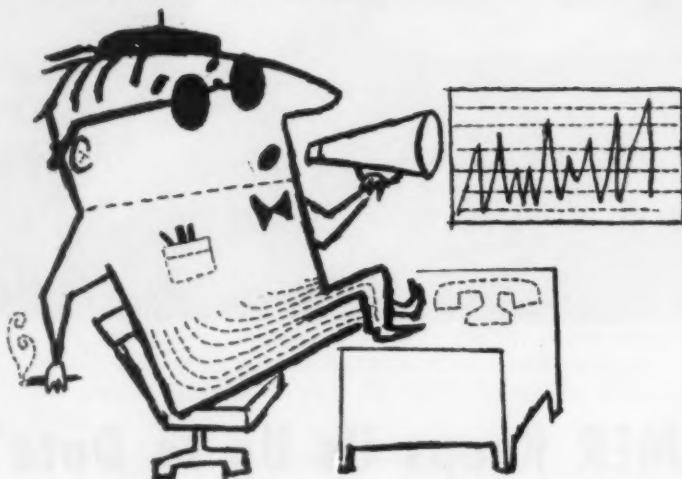
Can anything stop this onrush of capital spending? Can anything go wrong? As we have indicated, spending is not going to stop for lack of new products or processes—the march of research and development will see to that. But it may *slow down* if we get too much capacity for conventional products, if we start producing faster than we can sell. That would mean price-cutting, lower profits, and a shortage of cash to finance new projects, no matter how attractive. Are these conditions likely to develop in 1957?

First, let's consider the problem of capacity. According to our McGraw-Hill index, manufacturing capacity is 50% greater than before Korea and almost twice as great as at the end of World War II. Are we building too much?

Aside from the statistics (which we are trying hard to improve) there are some important things to say about the nature of capacity. A great deal of the capacity listed in our totals consists of obsolete, high cost plant and equipment. Industry does not scrap these facilities, because experience shows that in a national emergency, or a boom of any kind, they are very handy to have around. But they are intended to remain a reserve of this kind; they are not scheduled to operate when newer facilities can do the job.

It should also be noted that changes

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if you produce it yourself!

YOU CAN EASILY produce a hard-hitting sales film at a *fraction* of "package" costs by dealing *directly* with the technical agencies of film production. You don't need movie-making experience. *We* supply the know-how—we do all technical work. You get a smooth, *professional* product. Companies big and small the world over are cutting film costs with this proven formula. You can, too.



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"How to Make Low Cost Business Films."

No obligation, no high-pressure follow-up.

TELEFILM

INCORPORATED

Licenses of Capitol Records music library

a leading 16mm motion picture technical service since 1938

6039 Hollywood Blvd., Hollywood 28, California



LIKE CALIFORNIA WITHOUT THE BILLION DOLLAR VALLEY OF THE BEES

- ✓ MORE BUYING POWER HERE
THAN IN ALL OF MISSISSIPPI*
- ✓ NOT COVERED BY SAN FRANCISCO
AND LOS ANGELES NEWSPAPERS

Map of California (right) shows you how it is with our great inland Valley -- why Coast newspapers aren't the answer here. Mountain-ringed, independent and self-contained, the Valley has its own local newspapers. The 3 Bees -- your sales campaign needs them.

* Sales Management's 1956 Copyrighted Survey

- THE SACRAMENTO BEE
- THE MODESTO BEE
- THE FRESNO BEE



MCCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE



ROBERT P. ULIN

The Team: They Figure

Dexter M. Keezer (right), a man of letters (Ph.D., LL.D., D.H.L.), v-p and director of the Department of Economics of McGraw-Hill Publishing Co. and Robert P. Ulin, who collaborates with Dr. Keezer on the firm's famous annual survey of New Plan and Equipment, function together like precision machinery.

Dr. Keezer served during the war as deputy administrator, OWI; economic advisor of the Mission for Economic Affairs in London and public member, National War Labor Board. And for eight years before the war he was president of Reed College, Portland, Ore.

Ulin's presentations on the problems of new capacity and how to finance it have earned him an enviable readership among some of the country's leading authorities on business subjects.



DEXTER M. KEEZER

in the products a company sells can reduce its effective capacity very quickly. The automobile industry, for example, has built up to a capacity of 8 to 9 million cars a year several times. This is because the plants it had in 1950 could not produce an equivalent number of 1956 models. And the 1956 plants could not produce the 1957 models. You may have read that this year's cars are a few inches longer and lower. To handle those few inches of body length in a mass-production assembly plant takes longer conveyors, extra machinery, extra paint booths and many other things that add up to thousands of square feet of plant space for the industry as a whole. Between product changes and process changes, the amount of *effective*, first line plant and equipment does not increase as fast as the total amount in place, in autos or any other progressive industry.

Finally, whenever a new product or process is invented, some plant that

is suitable only to the old product or old process begins to operate at less than capacity, and before long the old plant may be idle. This is the situation today in many of the older type textile mills and food processing plants. And it is also happening to some extent in every industry that has any degree of change. Some idle capacity is the price of innovation, and a price we should be glad to pay for better products and processes.

It would be foolish to assert that a year from now conditions will favor another great surge of expansion in manufacturing capacity. The expansion that began in 1955 (7% increase in manufacturing capacity) and continues this year (8%) and next year (7-8%) is putting in place the reserve capacity that companies want as they look ahead toward the future. So over the next few years—in contrast to the post-Korea years—expansion will more nearly approximate the growth in final demand, i.e. it will grow gradually in line with popula-

tion, income and other growth factors in the economy.

This does not, however, imply that the total volume of business capital expenditures will decline sharply. And indeed it may continue to increase. There are several reasons for this:

1. It is costing more to achieve any given increase in capacity. This is because the constant turnover of products and processes means that every time we build a new plant, or install a new machine, we have to rebuild or rearrange several old plants or old machines that feed into it. Also the new plants tend to be more complex: they have more automatic conveyors, better lighting, air conditioning, safety devices—tools that run at greater speeds, with more precision and automation, and miles more of electric wiring, instruments and controls. All this adds to the dollar cost of a unit of capacity. So even though we add fewer units, we may spend more money.

Advertising Goes... Where Advertising Sells!

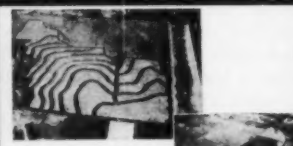
KANSAS FARMER DISPLAY ADV. LINEAGE TREND



To Sell the Kansas farmer...

buy the

Kansas Farmer



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SALES OFFICES: NEW YORK, CLEVELAND, CHICAGO, TOPEKA,
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WCAU means magnetism

PHILADELPHIA



This woman enjoys housework. And WCAU Radio is why. She's part of its huge captivated audience that laughs and sings and muses and chuckles through daily chores. In Philadelphia, you see, when the lady of the house is at home, she turns to WCAU. We know because Pulse indicates, report after report, the top five women's participating programs are all on WCAU Radio. That's WCAU magnetism for you.

WCAU, WCAU-TV *The Philadelphia Bulletin Radio and TV stations. Represented nationally by CBS Spot Sales. By far Philadelphia's most popular stations. Ask ARB. Ask Pulse. Ask Philadelphians.*

2. Industry will spend large amounts on replacement and modernization to bring the less efficient plants up to the standard of the most efficient. We are not talking here about very old plants that will remain on standby, but relatively new plants and equipment. These days a plant even three years old may be badly in need of modernization. Many of its tools will be so much less efficient than the latest models that an intelligent management will replace them.

3. The great increase in manufacturing capacity has not been attended by an equivalent increase in the capacity of non-manufacturing industries. For example, last year our capacity to produce crude oil — measured by our proven reserves of oil in the ground — did not increase. It is

taking huge expenditures just to stay even with the growth of demand. Similar large expenditures are being made by mining companies to maintain our reserves of copper and iron ores. No let-up in these expenditures is foreseeable. On the contrary, increased expenditures to develop our mineral resources are in sight for years ahead.

The electric power industry already has definite commitments to increase its capital expenditures through 1958, and *Electrical World* predicts that this is only the beginning. They expect a steady increase in outlays for new power plants until in 1965, spending is more than double the \$3.8 billion spent by electric utilities in 1956. Careful studies of our needs for communications, prepared by the

American Telephone & Telegraph Co. indicate the same need for steadily increasing outlays.

We certainly do not have too much transportation capacity in this country. In fact, we have far too little. We are beginning, through public effort, to increase greatly the capacity of the highway system, an effort that will accelerate during the next five years. Private firms engaged in over-the-road trucking will have to expand their fleets of vehicles to utilize the new highway system and to serve the plants to be built along it. Growth in railroad traffic will be more moderate, but it will still require more spending on railway plant and equipment than we have made in recent years — particularly the construction of more modern freight handling fa-

Texas opens its door



**LARGEST
CIRCULATION
IN TEXAS!**

253,312

MORNING & EVENING

229,038

SUNDAY

A. B. C. Audit Report
for 12 months ending
March 31,
1954

- So popular, over 90 per cent of all metropolitan Fort Worth families (844-million dollar market) invite him in daily . . . over 72 per cent see him each Sunday!
- Calls on over 38 per cent of families daily in the 100 county West Texas trading area (a 3-billion dollar market) . . . over 34 per cent each Sunday!
- Ready to go to work for **you** immediately!

FORT WORTH STAR-TELEGRAM

AMON G. CARTER, JR., President and National Advertising Director

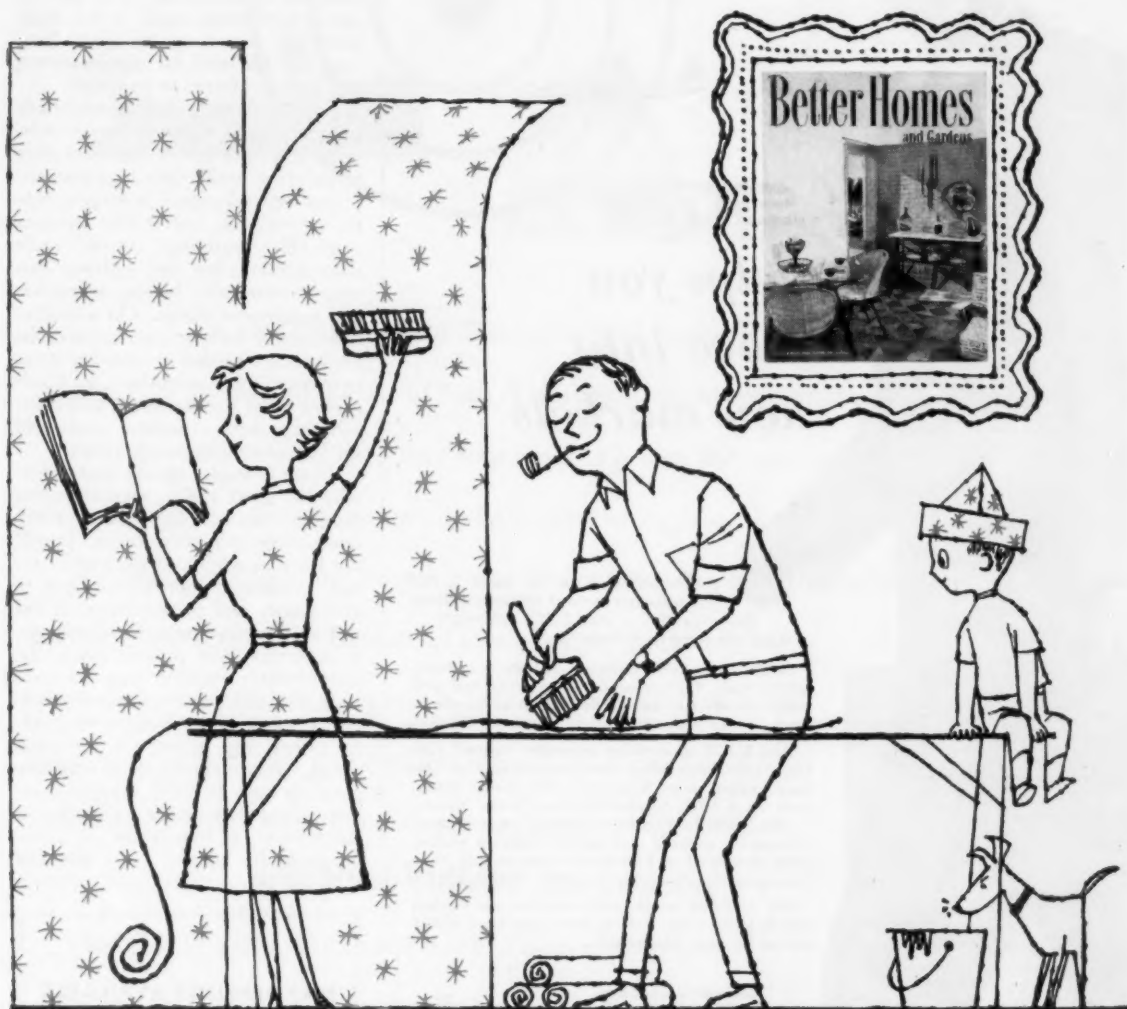
LARGEST CIRCULATION IN TEXAS

Without the use of Contests, Schemes or Premiums . . . Just a Good Newspaper

month after month...

**15½ million* men and women “live by the book”
...and the book is Better Homes and Gardens**

4,250,000 COPIES* EACH MONTH



After reading an average issue of BH&G, 6,950,000 readers reported taking over 27 million actions—clipping, buying, doing! 15,500,000 men and women read an average issue of BH&G. One third of the 123,800,000 people 10 years of age and older in the U.S. read one or more of every 12 issues. That's 44,150,000 people who read Better Homes & Gardens—and over 40% of them are men! Meredith Publishing Company, Des Moines 3, Iowa.

during the year...

$\frac{1}{3}$ of America
reads Better Homes & Gardens!

*A 12 Months' Study of BH&G Readers, Alfred Politz Research, Inc., 1956



SLICK helps you move into new markets

Marketing is on the move . . . and you will want to move into new markets. Move swiftly . . . with SLICK airfreight . . . and get the jump on competition!

SLICK dependable doorstep delivery is a strong selling tool. Your salesman can promise and provide a steady and certain flow of up-to-the-minute stock . . . an important "extra" in closing the sale.

And SLICK gives other important "extras" too! Low SLICK rates often more economical than surface hauling, even lower now with recent reductions up to 58%. Smallest minimum in the industry—only \$1.00. Rock-bottom insurance rates because of superior airspeed and safety. Reduced crating costs. A network of 27 domestic stations with interline agreements covering the world.

Get SLICKed up for your move to new markets and booming sales! Call or write your local SLICK station for more information.

SLICK *airways inc.*

3000 N. Clybourn Ave., Burbank, Calif.
Certificated, Scheduled Air Carrier
• Member ATA



Domestic and International Air Cargo • Airmail • Air Express • Overseas passenger Charter

cilities in classification yards and terminals. The St. Lawrence Seaway, and the improvement of our major inland waterways, are public programs. But they must be supplemented by major private programs of port improvement, including expansion of rail and truck facilities at the inland ports. It is hard to overestimate the combined effects of the improvements being made in our highways and waterways on plant location, and the need for supplementary private transportation facilities.

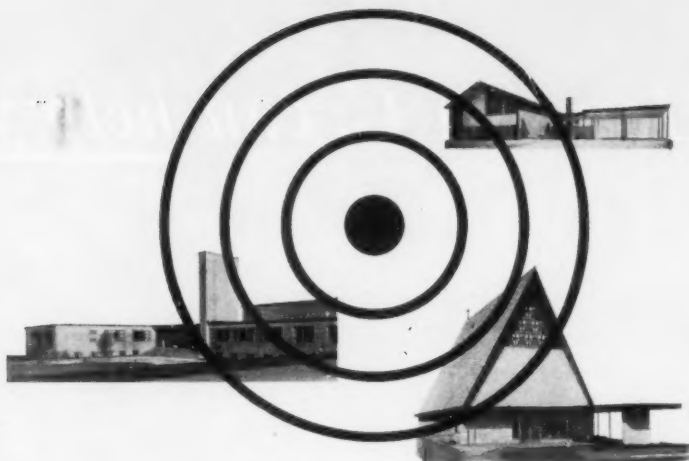
Finally, it will take considerable private capital expenditure to redevelop the cities where manufacturing corporations make their headquarters. Urban redevelopment is largely public expenditure, but it also involves new office buildings, stores, trade show centers, bus and railroad passenger terminals, hotels, recreation and amusement places. On a smaller scale, many such private commercial facilities are needed in suburban areas—without them, manufactured goods cannot reach the consumer, and many suburban areas continue undersold for lack of distribution facilities.

These examples should make clear why the great rise in manufacturing capacity does not foreshadow a collapse in the investment boom. It will not leave us without opportunities for new investment, nor will it lead to over-supply and price-cutting, of the sort that proves financially disastrous. The increase *will* provide more adequate reserve capacity than we have had. For this reason, fluctuations in capital spending are likely to be smaller, rather than greater, in the years ahead. If the build-up in capacity goes too fast in 1957, expenditures may indeed slow up for a time, but in our economy of innovation, the pause cannot be for long.

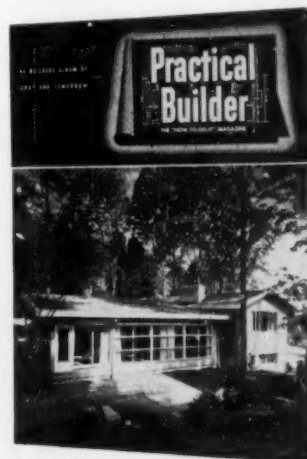
The End

MAP REPRINTS AVAILABLE

Extra copies of the "distort" map of retail sales—appearing after page 92—are available trimmed and rolled in a tube, unfolded, from Sales Management's Readers' Service Bureau. The two-color map, showing the states in proportion to their 1955 retail sales totals, measures 11¼" x 16". Quantity is limited and the supply will be sold on a first-come, first-served basis for 50 cents each.



A shifting target! *That's the light construction industry! It's never in a state of fix; always in a state of flux. It changes complexion and characteristics from year to year. The man who built 54 houses last year may build only 12 houses this year... plus a factory, a store and his remodeling jobs. The man who last year did only modernizing work may this year build 14 houses, a bowling alley and other light commercial or industrial jobs. And you find building where you find people: in big towns, small towns and in-between. There, too, is where you find builders. How do you reach this shifting target? Through the magazine that hits these builders where they live... **practical builder** The magazine that, for 20 years, has scored one bull's-eye after another. The one trade magazine in its field that sticks to its last ...and lasts longer with both reader and advertiser!*



...of the light construction industry

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Publishers of Practical Builder, Building Supply News,
Building Material Merchant and Wholesaler, Ceramic Industry,
Brick and Clay Record and Masonry Building.

How S.I.C. can help you

Market and Media Match

MARKET and Media Data File, July, 1959 NIAA recommended outline

SIC No.	CLASSIFICATION BY BUSINESS & INDUSTRY	TOTAL	Per-cent	Copies in Co. Name	Cor-porate Officials & Gen. Mgrs.	PLANT PRODUCTION		ENGINEERING and DESIGN	
						Dept. Mgrs. & Supts.	Other Per-sonnel	Dept. Heads & Engrs.	Other Per-sonnel
19	Ordnance & Accessories	122	.45	22	6	16		64	11
33	Primary Metal Industries	118	.43	39	10	5		37	4
34	Fabricated Metal Products	630	2.32	37	87	85	2	392	10
35	Machinery (except electrical)	12,202	44.88	945	1,709	1,186	17	7,349	465
36	Electrical machinery, equipment and supplies	4,288	15.77	403	443	416	9	2,553	205
37	Transportation equipment	3,224	11.85	405	270	365	52	1,871	153
38	Instruments	1,580	5.81	159	198	137	7	939	75
39	Miscellaneous Manufacturing	137	.50	14	13	24	1	78	1
73	Research and Development	393	1.44	85	40	20		203	23
82	Education	588	2.16	428	13			22	1
89	Consulting Engineers	3,055	11.23	151	1,288	40	3	1,405	70
90	Government	489	1.79	259	58	14		110	17
	All other SIC groups (none exceeds 1/2 of 1% of total copies)	367	1.37	211	29	9	3	20	
	TOTAL	27,193		3,158	4,164	2,317	94	15,043	1,035
	PERCENTAGE		100.00	11.61	15.31	8.52	.35	55.31	3.81
	AVERAGE FOR PERIOD	26,611							

take the confusion out of circulation figures

Circulation figures by themselves can get mighty confusing!

But there's a very useful tool developed by Uncle Sam, and used extensively by Penton, that takes a lot of the confusion and frustration out of Media Selection.

The Standard Industrial Classification System, better known as S.I.C., is the basis on which Penton publications report circulation and market statistics. This helps you do a more effective job of selecting media . . . and do it faster.

It enables you to check circulation figures by uniform industry breakdowns.

It pleases sales managers because many of them now classify their own sales in this way. They like the quick comparisons which they can make on Penton publications—a column of circulation figures showing total coverage of each S.I.C. product category. Along side of it is a count of the number of establishments. From the Penton Market Data Files you can determine readily the number of the worthwhile establishments you're reaching.

The ability to buy coverage in this modern way is just one of the extra values you get from Penton.



the **P E N T O N**

Publishing Company

PENTON BUILDING • CLEVELAND 13, OHIO

PHOOEY ON EXURBIA!

Man for Man — Bremerton, Gary or Flint

The adage that one man's meat is another man's poison is borne out by the sales experience of Williamson-Dickie Co. The sales of work clothes are highest in those communities having a high proportion of skilled workers in the income group of \$4,000 to \$7,000. In Sales Management's quality of market indexes for this income group, (see tables page 98)

we find cities like Vallejo, Cal., with an index of 171; Hammond, Ind. (160); Bremerton, Wash. (158); Flint, Mich. (154); South Bend (152) and Gary, Ind. (149) ranking quite high. In cities of this type, Williamson-Dickie and manufacturers of similar lines would expect to find their highest per capita sales.

Will Outsell Evanston or Beverly Hills

If we eliminate the factor of size of community, the wealthiest town in the U. S. is probably Bloomfield Hills, Mich., home of a small select aggregation of automotive executives with average earnings well in excess of \$35,000 per year, followed by Scarsdale and Bronxville, N. Y.; Grosse Pointe, Mich.; San Marino, Cal.; Shaker Heights, O.; Winnetka, Ill.; Highland Park, Tex. These extremely well-to-do

suburban and exurban communities have the highest quality of market indexes for families earning over \$10,000 per year.

In such communities we would expect to find the highest per capita sales of luxury products such as yachts, Old Master paintings, Cadillacs, and trips to Europe—but hardly of work clothes. Since these towns are small, aggregate sales would be limited.

Maybe Not for Steinways But Surely for Us!

Beverly Hills, Cal., is the highest ranking community in this income class to account for over \$50 million of retail sales, and is therefore included in our tables. Along with Beverly Hills with a quality

of market index for this field of 664 we also have Clayton, Mo. (626); Ridgewood, N. J. (527); Cleveland Heights, O. (450); Evanston, Ill. (425), etc., as top ranking towns in this field.

Where and How We Find Best Markets

Result: Sales now run at \$20 million a year; we have four divisional managers and 107 salesmen instead of just eight salesmen as in 1946. Many of our salesmen, noting low turnover, say, "I'm now working for my last company!"

**BY C. D. WILLIAMSON • President
Williamson-Dickie Manufacturing Co.**

In choosing "best" Williamson-Dickie markets we combine the use of published buying potential indexes with intensive sales testing of selected areas.

Indexes are valuable for their indication of total buying power, but our own sales figures give the final answer. Our most successful markets for

Dickies work clothes (which still represent almost 70% of our approximately \$20 million annual sales volume) are not always the densely populated areas having greatest buying power, over-all. For example: West Texas—its largest city Lubbock with 75,000 population—stands ninth on our list of sales territories, ahead

of many metropolitan sections with much greater total buying potential. This, because West Texas has a large number of oil and agricultural workers. On the other hand, in proportion to its population, New York City so far has proved a relatively minor work clothes market because of the preponderance of "white collar" workers.

Here's how we have gone about finding and developing new Williamson-Dickie markets during our national expansion, which began in late 1946 and early 1947. Partly with the help of published indexes, including SALES MANAGEMENT's *Survey of Buying Power*, we outlined areas over the country for sales testing. Some covered an entire state, or parts of several states. We then chose for our first sales efforts, merchants whose Dun & Bradstreet listing showed them to be prestige accounts.

Soon Dickies work clothes (then our only line) were in a cross sampling of leading stores in most of our "test" areas. At that point we did not aim at anything like full coverage, and most territories had only one Williamson-Dickie salesman. Sales representatives—and later the divisional sales managers as they were appointed—worked closely with new dealers, showing them how to display and sell Dickies, watching consumer reactions, and checking the pulse of areas under sales test.

Most territories got their first realignment about six months after they were opened up. This was based on population figures, on total buying power as shown by published indexes and, most important, on actual sales of Dickies work clothes. This first realignment usually meant the addition of one salesman in a territory which showed encouraging sales figures. At this time we began to set up sales divisions under divisional sales managers. One of their duties was to make field recommendations for realignment.

Our second adjustment, which in most territories took place about 12 to 18 months later, usually required the employment of one or two additional salesmen, depending on sales. Two reasons we walked slowly at this stage: (1) our desire to see some concrete proof of sales potentials before making a heavy investment to develop those potentials; (2) our need to expand our sales organization along with markets. In early 1946 we had eight salesmen; today we have 107 salesmen and four divisional sales managers. About a year after the start of our national expansion, we began to step up our pace of realigning territories and adding new ones.

The third territorial realignment was again conservative; the fourth, made late in 1947 and early in 1948, brought most territories somewhere near their present status.

Here are concrete illustrations of

territorial development:

Ohio. This state we knew had a large population, with a substantial proportion of "hand" workers and important sales potential for our product. But at first we put only one man in the territory. Our first realignment called for a second man, the third two men. The fourth realignment brought our sales force in that territory to five.

Chicago area at first had only two Williamson-Dickie salesmen, one covering all of Northern Illinois and the southern part of Wisconsin, the other covering South Chicago and a large part of Western Indiana and Central Indiana. Now we have two men in the city of Chicago alone, three territories in Illinois, two in Indiana, three in Wisconsin.

Eastern seaboard, consisting of New York City and New England, at first was one territory. We now have 23 territories in that division.

We have at present 12,000 dealers in 48 states. Our distribution is entirely through retail stores, called on by our own salesmen.

Normally we try to align our territories around metropolitan centers, which usually offer us the greatest sales potential. Sales tests early showed us the sections which were exceptions to the rule. We have good coverage, too, in most of America's agricultural and small town areas.

For 1955 our "top 20" markets, in order of volume, were:

1. Los Angeles
2. Chicago
3. Houston
4. Ft. Worth (our home office) and Dallas
5. Detroit
6. Cleveland
7. Atlanta
8. Miami, Fla.
9. Lubbock and West Texas
10. San Francisco and Oakland

11. Northern New Jersey
12. Boston
13. Southern California and San Diego
14. Sacramento
15. Buffalo
16. Youngstown
17. Northern and Central Pennsylvania
18. Southern Louisiana—the New Orleans and Baton Rouge Area
19. Northern Michigan
20. Nebraska

In developing the sales potential of new and existing markets, we rely heavily on (1) consumer research, (2) a 10-point profit-producing program for our dealers, (3) service-keyed selling by Williamson-Dickie representatives.

Consumer research. To develop markets you must develop your product to fit the needs of those markets. With us it's often a three-step process: we find the market, survey its needs, then develop the product. Consumer research is continuous on all Dickies garments. During the 1946-47 national expansion on our original line (matching work pants and shirts and western-style jeans) salesmen and divisional sales managers kept a careful check, as they do today, on consumer and dealer reactions. Nowadays, through an outside organization and our own research department, we make frequent surveys of consumer needs and preferences in work clothes. Any contemplated improvements are surveyed with our dealers and our salesmen.

Research on Dickies men's and boys' casual wear (a seasonal line) is especially intensive. Casual wear, now in its third full season of sizable production, represented 17% of our 1955 sales volume, and has more and more importance. This line originally grew out of a survey we made several years ago, of college men's preferences in sports pants. College men set style trends for other occupational and age

He Doctored the Growing Pains

C. D. Williamson (known as "Mr. C. D."), president of Williamson-Dickie Manufacturing Co., sat up nights with his company in its infancy. His has been a basic role in steering the company from sales in 1922 of \$69,000 to an estimated \$20 million for 1956.

After attending Texas A & M College and Cornell he went to work at U. S. Overall Co. in Fort Worth. When the factory superintendent resigned a year later, "Mr. C. D." took over. The following year, with his father and "Col." E. E. Dickie, he acquired the little business they named Williamson-Dickie.

To the other two founders' selling experience he added a youthful concern for modern management, intensive pre-planning and analysis.



C. D. WILLIAMSON

groups, therefore are an important factor in consumer research. We sent surveyors right into college dormitories to find out what types of pants the boys wore, what they liked and didn't like about those garments—and what they'd regard as "ideal." Using twills and denims we began making a sports slack which had all the majority-preferred features. Other materials were added later.

The second season we began producing our casual line for men and boys, developed almost entirely through dealer surveys. We made up proposed garments and showed them to dealers, asking their likes and dislikes on fabric, styling, retail price. Then a second lot, embodying dealer preferences, was made up and shown. On garments still requiring revision we prepared more samples. Result of all this research: Our men's and boys' casual line, first offered to consumers in spring 1954—sold well from the start.

Today a special Williamson-Dickie department, headed by Millard Dilg, does most of our dealer research, besides conducting regular "product" surveys of our salesmen. Each year Dilg makes five trips to get dealer reactions, first-hand, on next year's spring casual line, and four trips on the fall line of work clothes and other

staples. Our spring 1957 casual line was released for sale in October 1956. In early 1956 Dilg traveled through the South asking dealers how they and their customers liked our '56 line—and what changes they'd suggest in the '57 line then being made up. On each of his four later trips—the last in August—he showed samples embodying dealer-suggested changes, plus improvements we had arrived at by other means. On each trip he covered territory a little farther north.

Each dealer-survey trip lasts a week, covers five cities and 15 stores. Before a line is released for sales, we have obtained the advance reactions of a good cross sampling of our dealers over the country—and many of our salesmen. We'll leave out of next year's line any garment or feature which a majority of our representatives think should be dropped. We'll consider any recommendations.

Ten-point profit-producing program for dealers. Keystone of this program, which we began early in our company's 34-year history, is maximum turnover of lowest possible inventory.

To prevent the merchant's overstocking on slow-selling sizes, understocking those most in demand, we make detailed studies of consumer

needs—then set up a "basic stock" the dealer should have in each Dickies lot number he carries. Our salesman checks his stock against this "basic," eliminating guesswork in reordering. Dealers have confidence in our service-trained salesmen, usually invite them to write up fill-in orders.

From warehouses in Los Angeles, Chicago, Somerville, N. J., Macon, Ga., and Ft. Worth we now can get a shipment to a dealer anywhere in the U. S. in less than a week. This allows him to operate on smaller inventory. We prepay freight on 100 pounds or over.

Among other "points" in our profit-producing program for merchants are: a sales-training booklet for retail salesclerks, and training meetings conducted by our Dickies representatives; free newspaper mats tying-in with our national advertising; copy for radio and TV; direct mail and point-of-purchase material supplied at cost of production; suggested window layouts and other displays; special Dickie's display fixtures at cost.

Service-keyed selling. Each new Dickies salesman gets three weeks' training—on salary plus all living and travel expenses. He is thoroughly indoctrinated on Dickies quality features. He learns, for instance, how to "sell" dealers our work clothes "action" fit; their exactly work-wear-tested fabrics and tough, safety-stitched seams; their rustproof tacks and buttons; contour shoulders; precision dress-style collars and cuffs; roomy, button-down shirt pockets with pencil division, and other Dickies features we have developed over the years.

The new salesman absorbs our philosophy of service selling—and learns how to check dealer stocks, help with displays, train retail salesclerks; get behind the counter and sell, if need be. After three weeks' training, he goes on the road for two weeks with an experienced Dickies representative or a divisional sales manager, before starting "on his own."

By finding the right markets, then serving our dealers with consumer-tested, quality products and a sound merchandising program, we've made Dickies work and casual clothes steady sales producers in leading stores throughout the country. Consequently, turnover in our sales force is unusually low. Our men tend to stay with us and grow with us. For instance, our general sales manager, O. R. Lobdill, started 10 years ago as a salesman. Many Dickies representatives say: "I'm now with the last company I'll ever work for!"

The End



"What do you mean, men are all alike? Do you realize, young lady, that less than one-tenth of one per cent of all men in this country are in my income bracket?"

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NATIONALLY and in Canada, more than \$200 billion in sales quotas are based annually on SALES MANAGEMENT'S exclusive estimates of income, population, sales . . . as presented in our May 10 *Survey of Buying Power*: this issue, the annual "Marketing Is On The Move" number, and every issue.

More information on markets—here—in SALES MANAGEMENT, than any magazine published.

For example . . .

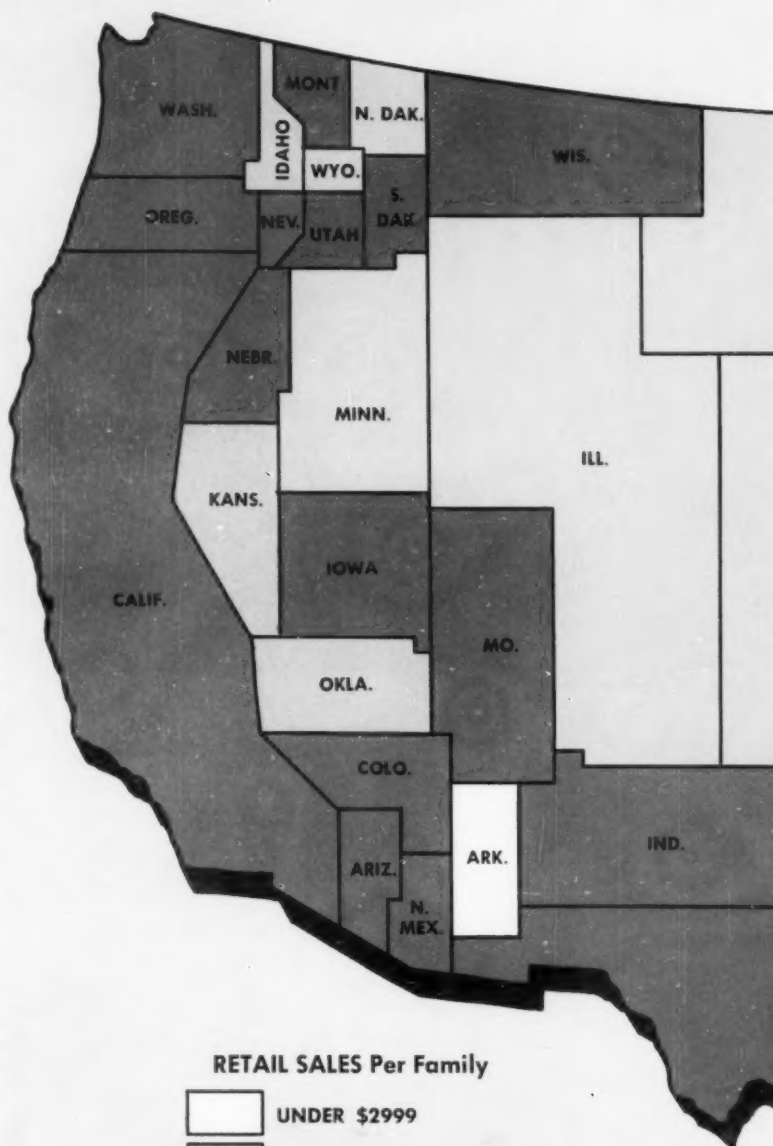


(please open page)






How the States Divided

STATES RANKED by Retail Sales (add 000)

NEW YORK . . .	\$19,367,459
CALIFORNIA . . .	17,518,034
ILLINOIS	11,904,531
PENNSYLVANIA . .	11,731,605
OHIO	10,579,152
TEXAS	10,071,936
MICHIGAN	9,271,611
NEW JERSEY . . .	6,622,975
MASSACHUSETTS .	5,960,968
INDIANA	4,965,693
MISSOURI	4,821,512
FLORIDA	4,577,023
WISCONSIN	4,218,076
MINNESOTA	3,718,743
NO. CAROLINA . .	3,550,339
VIRGINIA	3,383,503
GEORGIA	3,305,686
IOWA	3,241,308
WASHINGTON . . .	3,131,817
TENNESSEE	2,954,989
MARYLAND	2,925,914
CONNECTICUT . . .	2,877,292
LOUISIANA	2,530,692
KENTUCKY	2,372,901
ALABAMA	2,351,870
KANSAS	2,344,582
OKLAHOMA	2,291,628
OREGON	2,056,951
COLORADO	1,909,216
NEBRASKA	1,679,222
SO. CAROLINA . .	1,678,229
WEST VIRGINIA . .	1,520,762
ARKANSAS	1,417,121
MISSISSIPPI . . .	1,384,942
DIST. of COLUMBIA	1,314,553
ARIZONA	1,100,524
MAINE	1,015,460
RHODE ISLAND . .	927,269
MONTANA	823,807
UTAH	810,956
NEW MEXICO . . .	792,412
IDAHO	722,707
SO. DAKOTA . . .	704,524
NO. DAKOTA . . .	700,345
NEW HAMPSHIRE . .	660,912
DELAWARE	535,411
VERMONT	412,351
WYOMING	412,320
NEVADA	372,160



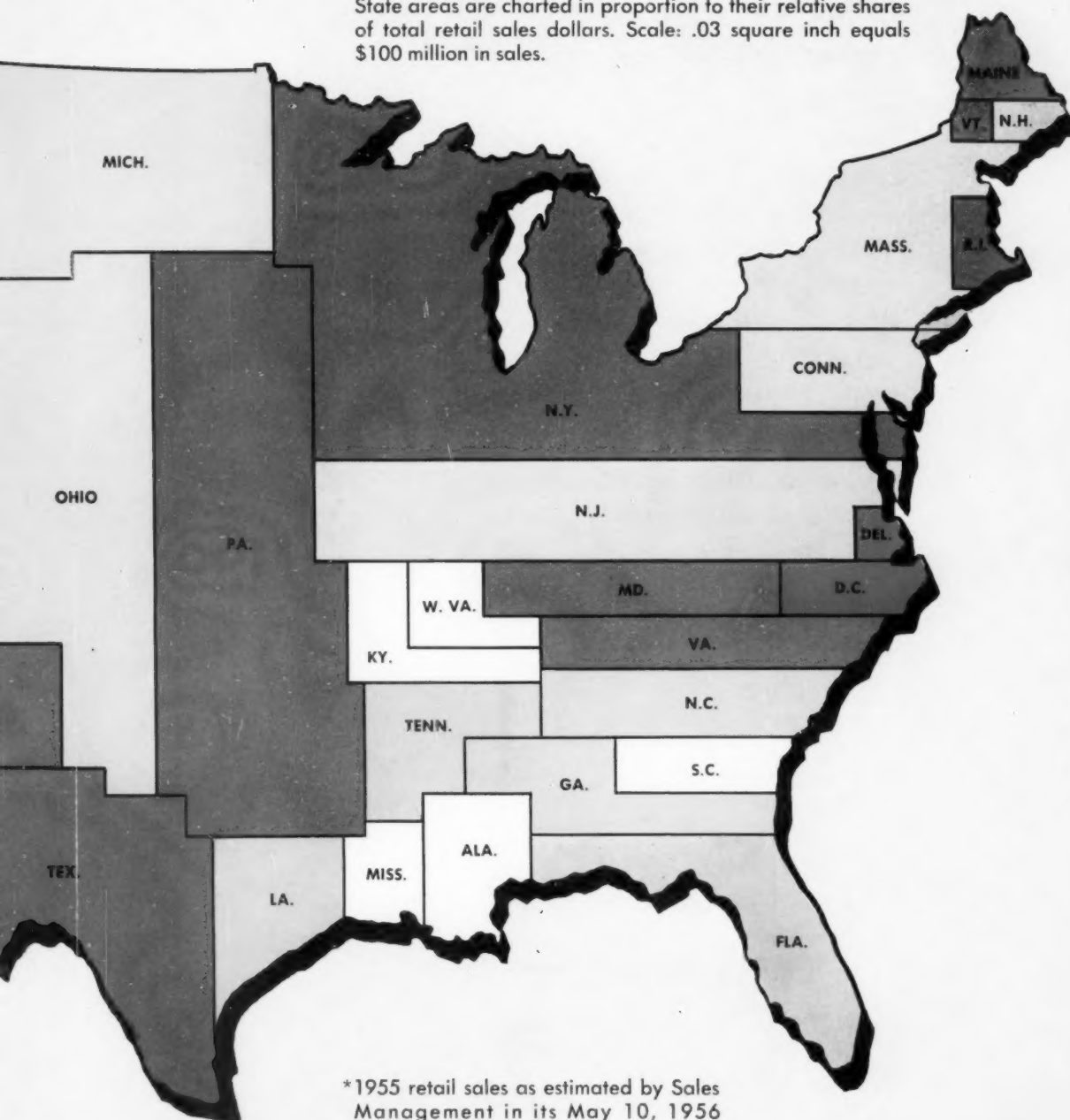
RETAIL SALES Per Family

	UNDER \$2999
	\$3000-\$3499
	\$3500-\$3999
	\$4000-\$4499
	OVER \$4500

MARKETS OF THE U.S.A.

and \$185,543,993,000* in Retail Sales

State areas are charted in proportion to their relative shares of total retail sales dollars. Scale: .03 square inch equals \$100 million in sales.



*1955 retail sales as estimated by Sales Management in its May 10, 1956 "Survey of Buying Power"



Where Advertisers and Agencies Meet and Agree

10:42 A.M. Wednesday, Nov. 7, 1956...plans room of national advertiser and his agency.

Objective: reviewing progress in markets of yesterday...and...planning strategies and emphasis on markets of tomorrow. *Where* is the market...*which* markets need special cultivation...*what* is the potential...*how* have others done it?

The guide: the one authority equally accepted by government and industry, contact and media,

sales management and research, distributor and salesman.

Reputations for such reliability and authority are earned only by consistent year-in-year-out performance. This responsibility is not lightly held.

Sales Management magazine provides more information on markets throughout each year than any magazine published.

Sales Management

The Magazine of Marketing



The Survey of Buying Power

**The 261 standard and potential
Metropolitan County Areas include
65% of population, 75% of income,
72% of retail sales**

We have been asked on Metro Areas:



- Do they approximate major retail trade movement?
- Do they give sufficient allowance to relative population densities?
- Do they show, in all instances, the true effective coverage of the local advertising media?

Quality Appraisals of Metro County Areas

The volume and quality measurements in 18 categories and which are published in this issue, pages 96 to 184, cover the year 1955. They are a further refinement of estimates made for the May 10, 1956 *SALES MANAGEMENT Survey of Buying Power*. Data are presented for the 261 standard and potential Metropolitan County Areas and for all cities within those areas which in 1955 enjoyed retail sales of \$50 million or more.

For a detailed description of the Metropolitan Area concept and rules for inclusion, see pages 177-178 May 10, 1956 *Survey of Buying Power*.

Neither the governmental committee that originated the Metropolitan Area concept nor the national marketers and their agencies who use it would contend that it is an absolutely precise marketing tool. The flow of retail trade does not necessarily follow civil boundary lines.

Metropolitan County Areas should

be accepted as a rough approximation of major retail trade movement. Retail trade flows to metropolitan cities from surrounding counties. An entire county may be assigned to one city's area whereas the true facts are that one-third of the county is either independent or more properly belongs to a neighboring metropolitan center. Similarly, a city may draw from one-third of an adjoining county but because it doesn't get the bulk of the trade, the county is assigned elsewhere or is unassigned.

Nearly 80% of the 261 Metropolitan Areas consists of single counties, but most of the named cities draw some trade from other counties.

One of the chief virtues of the Metropolitan Area concept is its simplicity. Back in 1940 the Government set up areas which were based on townships and which broke county lines—but that venture was conspicuously unsuccessful because the sales and advertising departments of manu-

facturers found that they did not receive enough benefits to justify the minute pinpointing of orders, shipments and advertising impressions by townships. Furthermore, the lack of statistical data for townships does not permit comparisons with other areas.

In another aspect the Metropolitan County Area concept is only a rough approximation because it assumes that marketing areas are the same for all types of products, whereas the experienced marketing man knows that there is a wider marketing area for style merchandise, luxury products, furniture, appliances, etc., than for ordinary staples.

Still another criticism can be leveled at Metropolitan County Area divisions: They do not give sufficient allowance to relative population densities, and so the marketing man might be well advised to apply experience and common sense in making certain modifications.

For example, both Providence,

Smart Money Backs

The
Cleveland
Press

in **CLEVELAND**

In Greater Cleveland, smart advertisers schedule their product to "win" in the ONE newspaper that is the "sure-shot" in the market. They recognize that ONE newspaper, The PRESS, gives them the **DOMINANT COVERAGE** that would require scheduling two and three newspapers in most other major markets.

This dominant, economical coverage of the Cleveland Market permits expanded schedules to include other important major markets in Northeastern Ohio . . . markets that are rated as Standard Metropolitan Areas (there are four*) . . . markets which possess outstanding local newspapers offering advertisers near-saturation coverage of concentrated families that NO Cleveland daily newspaper can match in quantity or quality.

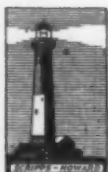
*Akron; Canton; Lorain-Elyria; Youngstown.

*For the most factual analysis
ever compiled of Cleveland's
**TOP-BUYING-POWER
SUBURBANITES**
return this coupon. . .*

The Cleveland Press
East Ninth & Rockwell
Cleveland 14, Ohio

Please send me information about Cleveland's
TOP-BUYING-POWER Suburbanites.

Name.....
Organization.....
Street.....
City..... Zone.....
State.....



The Cleveland Press

A SCRIPPS-HOWARD NEWSPAPER

General Advertising Department, 230 Park Avenue, New York City
Chicago San Francisco Detroit Cincinnati Philadelphia Dallas

R. I., and Worcester, Mass., are excellent markets and relatively independent—yet each is within 50 miles of a larger market, Boston, and there's no questioning the fact that residents of the Providence and Worcester areas make occasional shopping trips to Boston.

But go out to Arizona and you find that Phoenix and Tucson are separated by 116 miles; go to the Pacific Northwest and you find that Spokane is 300 miles from Seattle and 376 miles from Portland by highway. Out where the distances are great there are many named Metropolitan County Areas where the home county (and the only one specifically assigned to the city) constitutes only a fractional part of the city's total homogeneous market for specialty merchandise.

There is still another concept of marketing areas that deserves consideration by the thoughtful marketing man and that is the relative sphere of influence of advertising media that might be used by the advertiser. Certain newspapers, TV stations and radio stations eddy out to great distances, while others are more concentrated. Frequently, for

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This material, as well as all "Survey of Buying Power" data, is available on IBM cards, at nominal cost. These cards, as well as IBM listings of data in the "Survey," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Ave., New York 16, N. Y. MUrray Hill 4-3559.

example, a medium can offer a reasonably good family coverage—20% or more—in counties which are not a part of the official Metropolitan County Area of the city, and yet to all practical purposes the coverage of these media constitutes a true marketing area.

But despite these several reservations, Metropolitan County Areas constitute a valuable and ever more popular method of market delineation. Since they have 65% of the population, 75% of the income and 72% of the retail sales, it is quite natural that marketers should think first in terms of doing a good job there, provided the product or service is one that appeals to the urban market. The danger lies in the frequent failure to follow through with a good frontal attack on the non-Metropolitan Areas.

As pointed out in the Sept. 21, 1956, issue of **SALES MANAGEMENT** in the article on page 62, "Unexploited Sales Opportunities in the Non-Metro Market," advertisers collectively are spending \$230 per family in Metro Areas and only \$107 in non-Metro Areas.

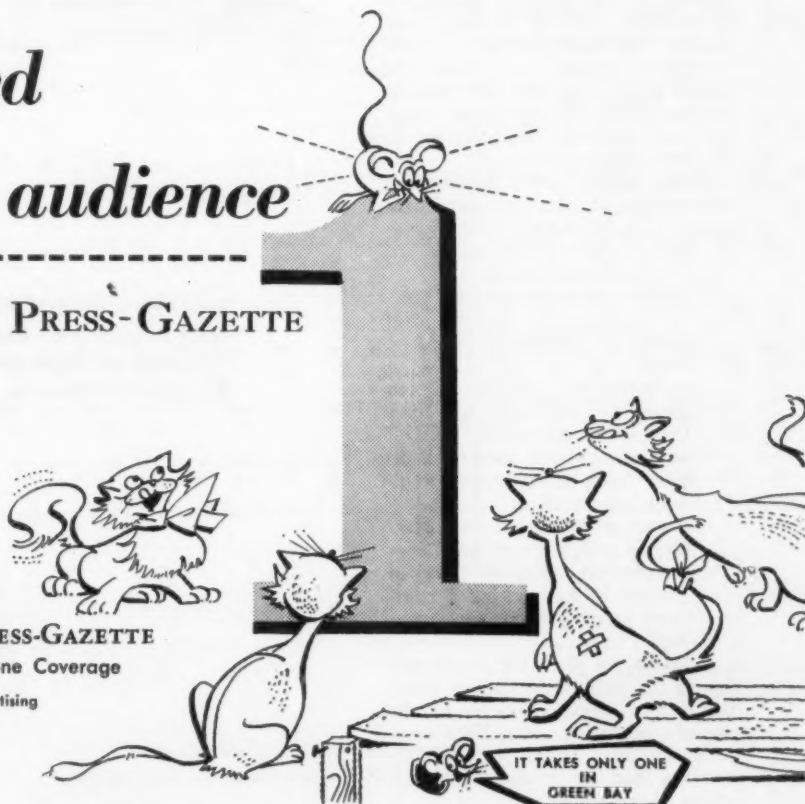
The End

*undivided
faithful audience*

is yours in the **PRESS-GAZETTE**

THE GREEN BAY PRESS-GAZETTE
delivers 100% Daily City Zone Coverage

Phil McClosky, Mgr. General Advertising
Green Bay, Wisconsin



How to Interpret These Data

If the illustration on the facing page looks complicated, it's only because we have tried to simplify the description of how we believe readers might properly interpret the information!

Actually, the tables are easy to follow. The 261 Metropolitan County Areas are arranged by four broad geographic areas, and an index on page 3, the Table of Contents, shows the starting page for the areas in each state.

Please turn to the dummy table at the right which illustrates the form and the subject matter of the real tables that follow for the 261 standard and potential Metro Areas, and the cities within each area with 1955 retail sales of \$50,000,000 or more.

These data, under 19 categories, provide a line-by-line easy comparison of quantity (% of U.S.A.) and quality (the index number . . . the comments jutting out from the ringed data of the table are designed to show a few examples of the meaning and suggested interpretation of the index figures.)

These unique index figures (an outworking of data prepared for SALES MANAGEMENT'S 1956 *Survey of Buying Power*) give quick answers to such questions as:

- is this a well-balanced area, good for products of varying price levels and therefore a good test city?
- or better for mass-consumption goods for low-price specialties than for quality lines?
- or is outstandingly good for high-price lines because of high income components?
- if your own sales are unsatisfactory in a high-income area, is it a reflection on your salesman (maybe he has too big a territory) or are you under-advertising?

Note, as you study the actual area figures that follow the dummy table, the highly diverse character of the nation's marketing areas. Each area, each city, is a unique entity, with patterns that set it apart from all others.

The index for total income, for example, is derived by dividing its percentage by the population percentage.

$$\frac{.9875}{.8370} = 118$$

and means that it is 18% above "normal."

The population percentage is the base, 100, for measuring the income and sales columns.

Something is wrong if you are not getting at least 12% more per capita here than you get nation-wide.

An exceedingly well-balanced city.

...in Your 1957 Marketing

Good for new Fords, Chevies, kid's goods, do-it-yourself items.

Great for Buicks, Cadillacs, minks, cruises.

Not so good for work clothes and pastrami.

Wonderfully productive.

The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

METROPOLITAN AREA			ESTIMATES, 1955																			
Area & City	County, State	% and Index	Pop. 1/1/56	Net ER. Buying Income	Buying Power Index	CONSUMER SPENDING UNITS						Total Income of Units Over \$10,000	RETAIL SALES									
						0 to \$2,499	\$2,500 to \$3,999	\$4,000 to \$5,999	\$6,000 to \$9,999	Over \$10,000	Total		Food	Eat-ing Drink	Gen. Mdee.	Ap-parel	Furn.-House Radio	Auto-motive	Gas, Serv. Stas.	Lum.-Bldg.-Hdw.	Drug	
EAST																						
ALPHA	Allen, Blair, Schuyler, Conn....	%U.S. Index	.6376 100	.9875 118	.9401 112	.7822 91	.8838 106	1.0122 121	1.0508 126	1.0542 128	1.4245 170	3226 111	9423 113	.9675 118	1.2481 149	.8078 97	.9808 117	.9126 100	.8569 102	.6283 75	1.0771 129	
Pai	Blair, Conn.	%U.S. Index	.5264 100	.6045 115	.6077 115	.5390 120	.6326 120	.6509 124	.6190 118	.5265 100	.5199 99	.6673 127	.5688 108	.7862 149	1.0720 204	.6522 124	.8282 157	.6504 124	.4901 93	.3673 70	.7170 138	
Zeta	Schuyler, Conn....	%U.S. Index	.0519 100	.0471 91	.0537 103	.0543 105	.0583 112	.0536 103	.0455 88	.0291 56	.0273 53	.0656 127	.0755 145	.0866 167	.0506 98	.0556 106	.0589 113	.0715 138	.0657 127	.0439 85	.0620 119	
BETA	Madison, Mass.	%U.S. Index	.4363 100	.6842 157	.5911 135	.2587 59	.3132 72	.4260 98	.6470 148	1.3588 311	3.4242 785	5394 134	6258 143	.5601 128	.3968 91	.7637 175	.6241 143	.5261 121	.4410 101	.3361 77	.4306 96	
Theta	Madison, Mass.	%U.S. Index	.1086 100	.1270 120	.1299 123	.0686 85	.1015 96	.1383 131	.1416 134	.1297 123	.1310 124	.1509 143	.1537 146	.1404 133	.2418 229	.1820 144	.2156 204	.1349 128	.1148 106	.0998 95	.1265 126	

What appetites!

Anybody for a yacht or a Jaguar?

Is a neighboring area stealing the trade?

Sales 24% better than "normal" but income is 57% greater. Poor salesman? Not enough advertising?

EAST



State	Page
Connecticut	98
Delaware	98
Dist. of Columbia	99
Maine	99
Maryland	101
Massachusetts	101
New Hampshire	103
New Jersey	105
New York	106
Pennsylvania	113
Rhode Island	118
Vermont	118

The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

METROPOLITAN AREA		SM ESTIMATES, 1955																			
Area and City	County and State	% and Index	Pop. 1/1/50	Net Eff. Buying Income	Buying Power Index	CONSUMER SPENDING UNITS						Total Income of Units Over \$10,000	RETAIL SALES								
						0 to \$2,499	\$2,500 to \$3,999	\$4,000 to \$5,999	\$7,000 to \$9,999	Over \$10,000	Total		Food	Eating Drink	Gen. Mdee.	Apparel	Furn.-House Hldgs.	Auto-motive	Gas, Serv. Stas.	Lum.-Bldg.-Hdwe.	Drug
CONNECTICUT																					
BRIDGEPORT-STAMFORD-NORWALK	Fairfield, Conn.	%U.S. Index	3670	.5196	.4631	.2432	.3389	.4179	.4828	.6863	.8707	.4129	.4441	.3750	.3108	.4832	.4822	.3841	.3250	.4541	.4259
		100	144	127	68	94	117	135	193	244	116	124	105	87	135	135	108	91	127	119	
Bridgeport	Fairfield, Conn.	%U.S. Index	1010	.1243	.1220	.0792	.1127	.1260	.1242	.1351	.1364	.1321	.1417	.1308	.1599	.1991	.1991	.0842	.0848	.1138	.1601
Stamford	Fairfield, Conn.	%U.S. Index	100	.123	.121	.78	.112	.125	.123	.134	.135	.131	.140	.130	.158	.187	.197	.83	.84	.112	.167
Norwalk	Fairfield, Conn.	%U.S. Index	100	.140	.134	.63	.86	.115	.155	.210	.223	.145	.135	.110	.164	.227	.152	.128	.96	.167	.135
Danbury	Fairfield, Conn.	%U.S. Index	100	.143	.127	.63	.88	.125	.152	.210	.223	.119	.134	.98	.59	.118	.109	.131	.89	.113	.85
	Fairfield, Conn.	%U.S. Index	.0143	.0162	.0210	.0117	.0150	.0172	.0154	.0164	.0164	.0335	.0339	.0226	.0181	.0414	.0421	.0489	.0156	.0302	.0252
		Index	100	113	147	92	105	130	108	115	115	234	237	158	127	290	294	342	109	211	183
HARTFORD-NEW BRITAIN																					
Hartford	Hartford, Conn.	%U.S. Index	3757	.5024	.4562	.2431	.3592	.4783	.5483	.8435	.8673	.4330	.4087	.4250	.4858	.4586	.4855	.4069	.3764	.2905	.5116
		100	134	121	85	96	127	146	145	178	115	109	113	129	122	129	108	100	80	136	
New Britain	Hartford, Conn.	%U.S. Index	1131	.1464	.1526	.0982	.1353	.1551	.1586	.1390	.1386	.1902	.1330	.1796	.3618	.2517	.2124	.1494	.0972	.0947	.2372
W. Hartford	Hartford, Conn.	%U.S. Index	100	.129	.135	.87	.120	.137	.140	.123	.123	.168	.118	.158	.320	.223	.188	.132	.96	.84	.210
	Hartford, Conn.	%U.S. Index	.0493	.0617	.0683	.0275	.0482	.0635	.0710	.0587	.0703	.0519	.0554	.0434	.0290	.0927	.0970	.0465	.0308	.0257	.0517
	Hartford, Conn.	%U.S. Index	100	.125	.114	.56	.98	.129	.144	.139	.143	.105	.112	.88	.99	.188	.197	.94	.62	.52	.105
	Hartford, Conn.	%U.S. Index	.0314	.0634	.0473					(not available)	.0309	.0422	.0208	.0053	.0338	.0404	.0390	.0282	.0277	.0611	
		Index	100	202	151						88	134	86	17	108	129	124	90	88	163	
MIDDLETOWN																					
Middletown	Middlesex, Conn.	%U.S. Index	.0483	.0488	.0491	.0345	.0444	.0487	.0497	.0483	.0654	.0503	.0490	.0424	.0344	.0429	.0463	.0593	.0491	.0593	.0564
		100	110	108	76	98	110	110	102	122	111	108	94	76	95	102	131	108	131	125	
NEW HAVEN-WATERBURY																					
New Haven	New Haven, Conn.	%U.S. Index	3651	.4812	.4221	.2600	.3570	.4569	.4672	.4372	.5276	.4117	.4359	.4326	.2908	.5922	.5138	.3638	.3420	.3244	.4343
		100	124	116	77	98	125	128	120	145	113	119	118	79	162	141	105	94	89	119	
Waterbury	New Haven, Conn.	%U.S. Index	.0995	.1198	.1246	.1065	.1141	.1241	.1149	.1162	.1153	.1494	.1299	.1538	.1299	.3688	.2039	.1301	.1000	.1075	.1558
Meriden	New Haven, Conn.	%U.S. Index	100	.120	.125	.107	.115	.125	.117	.117	.116	.150	.131	.155	.131	.308	.205	.131	.101	.108	.157
	New Haven, Conn.	%U.S. Index	.0696	.0779	.0772	.0462	.0646	.0637	.0677	.0780	.0784	.0831	.0925	.0765	.0615	.1535	.3155	.0684	.0447	.0639	.0786
	New Haven, Conn.	%U.S. Index	100	.117	.116	.88	.97	.126	.132	.117	.118	.125	.139	.115	.92	.230	.203	.103	.67	.96	.118
	New Haven, Conn.	%U.S. Index	.0293	.0344	.0329	.0190	.0273	.0387	.0391	.0334	.0334	.0327	.0344	.0386	.0206	.0441	.0498	.0299	.0404	.0233	.0305
	New London, Conn.	%U.S. Index	100	.117	.112	.85	.93	.132	.133	.114	.114	.112	.117	.126	70	151	170	102	138	80	104
NEW LONDON-NORWICH																					
New London	New London, Conn.	%U.S. Index	.0987	.1033	.1029	.0990	.1111	.1189	.0939	.0786	.0763	.1052	.1063	.0864	.0661	.0882	.1041	.0662	.1031	.0947	.0858
		100	105	104	100	113	118	95	80	77	107	106	88	70	89	105	97	104	98	87	
Norwich	New London, Conn.	%U.S. Index	.0187	.0210	.0252	.0264	.0225	.0221	.0185	.0165	.0159	.0364	.0637	.0311	.0281	.0447	.0504	.0462	.0207	.0313	.0303
	New London, Conn.	%U.S. Index	100	.112	.135	.141	.120	.118	.99	.88	.85	.195	.180	.166	.150	.239	.270	.247	.111	.167	.162
	New London, Conn.	%U.S. Index	.0227	.0225	.0256	.0185	.0241	.0261	.0212	.0170	.0165	.0327	.0292	.0163	.0200	.0423	.0479	.0262	.0213	.0402	.0257
	New London, Conn.	%U.S. Index	100	.99	.113	.81	.106	.115	.93	.75	.73	.144	.129	.72	.123	.186	.211	.115	.94	.177	.113
DELAWARE																					
WILMINGTON	New Castle, Del.	%U.S. Index	1903	.2378	.2236	.1843	.1784	.2078	.2341	.2713	.3610	.2220	.2051	.1919	.2214	.2465	.2614	.1713	.2054	.1673	.2205
		100	125	117	81	92	108	123	143	190	117	108	101	116	130	137	90	108	88	116	
Wilmington	New Castle, Del.	%U.S. Index	.0675	.0798	.0947	.0628	.0740	.0746	.0647	.0935	.0949	.1379	.1075	.1034	.1648	.2091	.1997	.1079	.0621	.0646	.1431
	New Castle, Del.	%U.S. Index	100	.118	.140	.93	.110	.111	.125	.139	.141	.204	.159	.153	.244	.310	.296	.160	.122	.96	.212

The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

METROPOLITAN AREA		SM ESTIMATES, 1955																			
Area and City	County and State	% and Index	Pop. 1/1/56	Net Eff. Buy-ing In-come	Buy-ing Power Index	CONSUMER SPENDING UNITS					Total In-come of Units Over \$10,000	RETAIL SALES									
						0 to \$2,499	\$2,500 to \$3,999	\$4,000 to \$5,999	\$7,000 to \$9,999	Over \$10,000		Total	Food	Eat-ing Drink	Gen. Mdee.	Ap-parel	Furn.-House Radio	Auto-motive	Gas. Serv. Stas.	Lum.-Bldg.-Hdwe.	Drug
DISTRICT OF COLUMBIA																					
WASHINGTON	D. of Columbia, Montgomery, Pr. Georges, Md. Arlington, Fairfax, Va.	%U.S.	1,0689	1,4984	1,3297	.8415	1,0506	1,2730	2,0741	2,4308	2,0330	1,2104	1,2020	1,2446	1,3633	1,2542	1,0168	1,1678	1,1020	.7227	1,7814
		Index	100	138	122	77	97	117	191	224	187	111	111	115	125	115	94	107	101	68	184
WASH'TN, D.C.	D. of Columbia.	%U.S.	.5268	.7365	.6865	.5362	.6892	.6729	.8813	1,0847	.8215	.7085	.5587	.8283	.9044	.9172	.7452	.6356	.5082	.2372	1,0631
		Index	100	139	130	101	130	127	167	208	165	134	106	157	171	173	141	120	96	45	196
ALEXANDRIA	Arlington, Va.	%U.S.	.0503	.0821	.0726	.0254	.0369	.0597	.1234	.1317	.1424	.0716	.0991	.0458	.0487	.0570	.0457	.0953	.0639	.0535	.0079
		Index	100	163	144	50	73	119	245	262	283	142	197	91	97	113	91	189	129	106	195
BETHESDA	Montgom'y, Md.	%U.S.	.0458	.0711	.05820451	.0497	.0273	.0604	.0334	.0232	.0476	.0439	.0480	.0564
		Index	100	156	128	99	109	80	132	73	51	104	96	107
MAINE																					
BANGOR	Penobscot, Me..	%U.S.	.0658	.0549	.0624	.0842	.0820	.0558	.0380	.0311	.0282	.0726	.0754	.0391	.0627	.0673	.0833	.0833	.0695	.0370	.0487
		Index	100	83	95	128	125	85	59	47	43	110	115	59	126	102	81	127	106	56	74
Bangor	Penobscot, Me..	%U.S.	.0224	.0203	.0266	.0283	.0282	.0199	.0144	.0145	.0138	.0400	.0329	.0226	.0623	.0463	.0382	.0514	.0271	.0135	.0222
		Index	100	91	119	126	126	89	64	65	62	179	147	101	278	207	171	229	121	60	99
LEWISTON-AUBURN	Androsco'g'n, Me.	%U.S.	.0508	.0490	.0489	.0499	.0650	.0505	.0404	.0369	.0356	.0474	.0532	.0316	.0475	.0568	.0390	.0434	.0415	.0268	.0302
		Index	100	96	96	96	128	99	80	73	70	93	105	82	94	112	77	91	82	53	59
Lewiston.....	Androsco'g'n, Me.	%U.S.	.0255	.0258	.0265	.0241	.0323	.0267	.0224	.0207	.0201	.0283	.0330	.0190	.0377	.0506	.0292	.0195	.0145	.0140	.0190
		Index	100	101	104	95	127	105	88	81	79	111	129	75	148	198	115	76	57	55	75

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Lief Jensen

Cal Kolby

Art Johnson

Russ Naughton

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S. S. Van Dine's famous fictional detective Philo Vance solves The Canary Murder Case published by Pocket Books, Inc.

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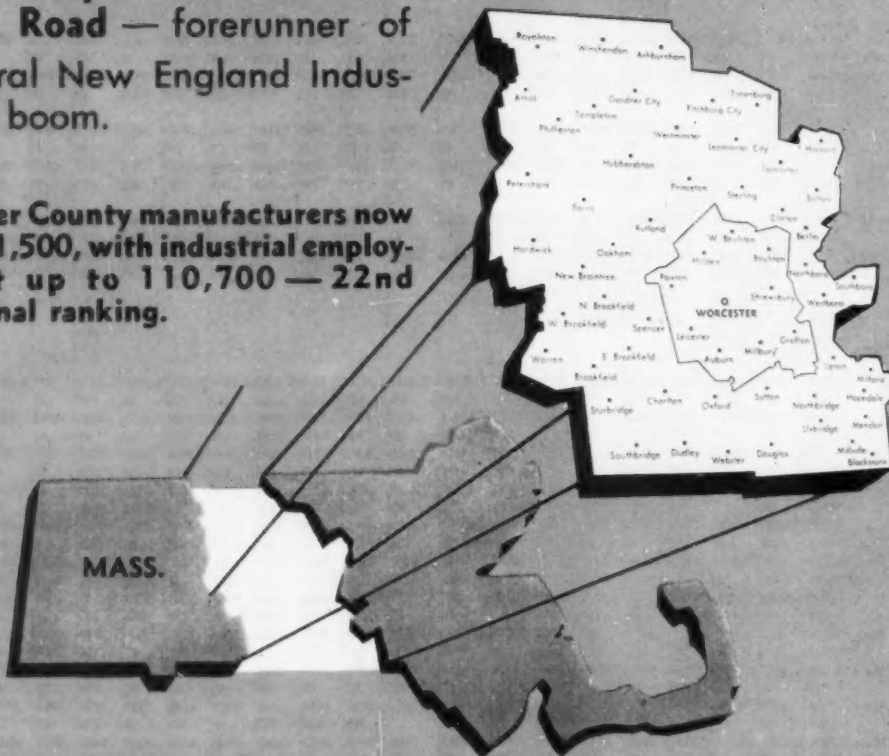
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The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

METROPOLITAN AREA		ESTIMATES, 1955																					
Area and City	County and State	C. and Index	Pop. 1/1/56	Net Eff. Buying Income	Buying Power Index	CONSUMER SPENDING UNITS						Total Income of Units Over \$10,000	RETAIL SALES										
						0 to \$2,499	\$2,500 to \$3,999	\$4,000 to \$5,999	\$6,000 to \$9,999	\$10,000 to \$19,999	Over \$20,000		Total	Food	Eating Drink	Gen. Mdse.	Apparel	Furn.-House Radio	Auto-motive	Gas. Serv. Stns.	Lum.-Bldg.-Hdwe.	Drug	
MAINE																							
PORTLAND	Cumberl'd, Me.	%U.S. Index	1037	1002	1044	1127	1304	1072	0788	0703	0673	1118	1116	0777	1196	1046	0938	0998	1001	0606	1405		
		100	97	101	109	126	103	76	88	65	108	108	75	115	101	90	96	97	58	135			
Portland	Cumberl'd, Me.	%U.S. Index	0481	0513	0568	0601	0673	0536	0404	0363	0347	0718	0680	0504	0674	0671	0567	0647	0391	0348	1042		
		100	107	118	125	140	112	84	75	72	149	121	105	182	181	118	135	81	72	217			
MARYLAND																							
BALTIMORE	Anne Arundel, Baltimore, Md.	%U.S. Index	8935	8889	8919	7337	8529	9265	5768	9471	9499	8958	9294	12603	13023	7841	8653	7057	7212	5409	11979		
		100	99	100	82	95	104	109	106	106	106	100	104	141	146	88	97	79	81	61	134		
Baltimore	Baltimore, Md.	%U.S. Index	5874	6016	6305	4967	5967	6169	8537	8456	8464	7074	6740	8744	11949	6607	7579	5564	4456	3491	9016		
		100	102	107	85	102	105	111	110	110	110	120	115	166	203	116	129	95	76	59	153		
CUMBERLAND	Allegany, Md.	%U.S. Index	0568	0409	0456	0519	0622	0487	0316	0228	0207	0458	0560	0363	0416	0538	0432	0385	0519	0541	0431		
		100	72	80	91	110	86	56	40	36	81	99	64	73	95	76	68	91	95	76			
Cumberland	Allegany, Md.	%U.S. Index	0233	0199	0249	0213	0259	0237	0168	0143	0137	0342	0338	0236	0349	0479	0379	0287	0302	0502	0368		
		100	85	107	91	111	102	72	61	59	147	145	101	150	206	163	123	130	215	158			
HAGERSTOWN	Washington, Md.	%U.S. Index	0514	0430	0478	0455	0579	0464	0393	0342	0330	0531	0486	0552	0477	0542	0452	0585	0529	0631	0458		
		100	84	93	89	113	90	76	67	64	103	95	107	93	105	88	114	103	123	89			
Hagerstown	Washington, Md.	%U.S. Index	0242	0242	0293	0223	0290	0265	0244	0209	0205	0411	0353	0377	0442	0490	0390	0504	0353	0361	0356		
		100	100	121	92	120	110	101	88	85	170	146	156	183	202	161	206	146	157	147			
MASSACHUSETTS																							
BOSTON	Essex, Middlesex, Norfolk, Suffolk, Mass.	%U.S. Index	1,8042	2,0605	2,0027	1,5064	1,8395	2,0781	2,1197	2,2816	2,3217	2,0388	2,2317	1,1582	2,5618	2,3730	1,7401	1,6573	1,3467	1,2849	2,0646		
		100	114	111	83	102	115	117	126	129	113	124	120	142	132	96	92	75	71	114			
Boston	Suffolk, Mass.	%U.S. Index	4536	4983	5625	4807	5802	5187	4927	4312	4223	7422	7424	9134	1,4629	1,0486	6343	4141	2556	2145	6414		
		100	110	124	106	124	114	109	95	83	164	164	201	323	231	140	91	56	47	141			
Cambridge	Middlesex, Mass.	%U.S. Index	0724	0897	0806	0973	0833	0875	0811	0917	0910	1042	1110	1273	1367	0824	1525	0932	0646	0575	0812		
		100	124	125	134	129	121	112	127	126	144	153	176	189	114	211	129	89	79	112			
Lynn	Essex, Mass.	%U.S. Index	0627	0695	0688	0519	0645	0636	0727	0575	0563	0718	0851	0626	0709	0966	0704	0542	0507	0390	0850		
		100	111	110	83	103	133	168	92	90	115	136	132	113	154	112	86	81	62	136			
Quincy	Norfolk, Mass.	%U.S. Index	0523	0626	0623	0316	0424	0686	0749	0700	0713	0683	0670	0735	0992	0767	0515	0564	0430	0653	0607		
		100	120	119	61	81	131	143	134	136	131	128	141	171	147	98	108	82	163	116			
Lowell	Middlesex, Mass.	%U.S. Index	0576	0556	0577	0530	0645	0589	0531	0469	0457	0613	0657	0645	0621	0621	0779	0410	0421	0319	0612		
		100	97	100	92	112	102	92	81	79	106	114	112	108	143	135	71	73	55	106			
Lawrence	Essex, Mass.	%U.S. Index	0483	0467	0505	0423	0590	0550	0456	0287	0271	0583	0580	0548	0459	1073	0684	0508	0368	0412	0806		
		100	97	106	88	122	114	94	59	56	121	120	113	95	222	142	105	76	85	125			
Newton	Middlesex, Mass.	%U.S. Index	0627	0918	0727	0377	0389	0532	0645	1868	2064	0542	0674	0303	0291	1216	0372	0547	0444	0259	0800		
		100	174	138	72	74	101	160	354	395	103	128	57	55	231	71	104	84	49	132			
Somerville	Middlesex, Mass.	%U.S. Index	0557	0678	0538	0354	0527	0703	0623	0487	0481	0459	0547	0477	0266	0297	0286	0641	0405	0250	0594		
		100	104	97	64	95	126	112	87	88	82	86	86	48	41	52	115	73	45	107			
Brookline	Norfolk, Mass.	%U.S. Index	0373	0675	0545	0444	0494	0400	0123	0675	0337	0656	0301	0106	0617	119	132	107	33	176	81		
		100	181	146	108	108	108	67	95	126	113	101	100	114	110	83	145	134	128	119	72		
Malden	Middlesex, Mass.	%U.S. Index	0364	0392	0394	0245	0344	0459	0413	0367	0365	0416	0400	0302	0526	0488	0469	0433	0261	0355	0439		
		100	108	108	67	95	126	113	101	100	114	110	83	145	134	128	119	72	96	121			
Waltham	Middlesex, Mass.	%U.S. Index	0315	0331	0352	0217	0315	0367	0368	0307	0305	0411	0359	0275	0533	0381	0470	0400	0207	0567	0358		
		100	105	112	69	100	117	117	97	97	130	114	87	169	121	149	127	66	180	114			
Salem	Essex, Mass.	%U.S. Index	0256	0273	0304	0185	0263	0317	0286	0238	0235	0366	0315	0331	0451	0754	0462	0347	0166	0217	0196		
		100	107	119	72	103	124	112	93	92	151	123	129	176	295	180	136	66	85	77			
Framingham	Middlesex, Mass.	%U.S. Index	0196	0190	0244	0366	0265	0418	0801	0523	0392	0259	0208	0239	0266	187	135	213	409	267	200		
		100	97	124	108	108	108	67	95	126	113	101	100	114	110	83	145	134	128	119	72		
Mettford	Middlesex, Mass.	%U.S. Index	0402	0458	0419	0206	0301	0490	0587	0515	0527	0365	0489	0150	0427	0162	0167	0450	0242	0263	0364		
		100	114	104	52	75	122	148	126	131	91	122	37	106	40	42	112	60	65	91			
Haverhill	Essex, Mass.	%U.S. Index	0291	0297	0305	0289	0339	0322	0293	0238	0231	0329	0332	0263	0227	0440	0364	0370	0359	0229	0320		
		100	102	105	99	116	111	101	82	79	113	114	90	78	151	125	127	123	79	110			
Watertown	Middlesex, Mass.	%U.S. Index	0235	0311	0293	0300	0464	0232	0041	0182	006	0379	0247	0460	0225	128	197	99	17	77	28		
		100	132	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125	125		
BROCKTON	Plymouth, Mass.	%U.S. Index	1254	1217	1251	1166	1449	1340	1036	1005	0980	1304	1537	1314	0800	1231	0976	1174	1185	1200	1414		
		100	97	100	93	116	107	83	80	78	104	123	105	72	96	78	94	93	96	113			
Brockton	Plymouth, Mass.	%U.S. Index	0393	0411	0432	0389	0496	0471	0353	0309	0299	0493	0506	0357	0506	0736	0507	0395	0421	0392	0594		
		100	105	110	99	126	120	90	79	78	125	128	91	129	167	129	101	107	100	151			
FALL RIVER-NEW BEDFORD																							
Bristol, Mass.		%U.S. Index	2426	2215	2256	2095	2750	2518	1951	1620	1557	2210	2521	2159	1377	3179	2470	1961	1867	1579	2270		
		100	91	93	86	113	104	80	67	64	91	104	89	57	131	102	81	77	85	94			
New Bedford	Bristol, Mass.	%U.S. Index	0652	0606	0646	0627	0795	0687	0512	0416	0396	0705	0666	0602	0619	1186	0863	0534	0531	0314	0800		
		100	93	99	96	122	105	79	64	61	108	133	82	95	122	132	82	91	48	123			
Fall River	Bristol, Mass.	%U.S. Index	0672	0600	0635	0679	0783	0704	0522	0383	0363	0670	0707	0570	0467	1214	1102	0497	0489	0474	0717		
		100	89	94																			

WORCESTER'S Growth is still on the rise

- **Worcester Produce Center** — 40 acres — \$150,000 — under construction
- **55 acre Industrial Park** — \$5,000,000 in new industrial plants to come
- **Nearly completed Cross-State Toll Road** — forerunner of Central New England Industrial boom.
- **Worcester County manufacturers** now total 1,500, with industrial employment up to 110,700 — 22nd national ranking.



... And **TELEGRAM & GAZETTE** Circulation is at an All Time High

93.6% INTENSIVE COVERAGE
WORCESTER COUNTY

Daily 158,551

(Sunday — 105,474)



WORCESTER, MASSACHUSETTS
Howard M. Booth, Publisher

MOLONEY, REGAN & SCHMITT, Inc.
National Representatives

Metropolitan Worcester County Market

1956 vs. 1946

Population	UP 23%	(580,200)
Retail Sales	UP 98%	(\$624,927,000)
E.B.I.	UP 75%	(\$927,233,000)

No Wonder PITTSFIELD is the Top Automotive Market in MASSACHUSETTS!

To capture the lead in automotive sales a market has to be loaded with buy-able people...

**METROPOLITAN PITTSFIELD SELLS MORE
AUTOMOTIVE PRODUCTS PER PERSON THAN
ANY METROPOLITAN MARKET IN THE STATE
PITTSFIELD'S AUTOMOTIVE SALES
INDEX IS 31% ABOVE AVERAGE!**

You can sell this wonderful market for as low as 1 1/2¢ per page, per thousand families.

The Berkshire Eagle reaches better than 100% of the City Zone homes and 78% of the metropolitan area.

In the two lowest income brackets—which are poor targets for advertisers—both the Pittsfield Area and the City of Pittsfield are the most underpopulated in the state. Buying power is concentrated heavily above the \$4,000 level. As a result, the general level of prosperity is higher here than in any metropolitan area or metropolitan center in the state.

QUALITY INDEX RANK IN STATE Among Metropolitan Areas and Centers		
INCOME	Area	City
Units in \$0-\$2,500	6	8
Units in \$2,500-\$4,000	6	8
Units in \$4,000-\$7,000	2	2
Units in \$7,000-\$10,000	3	2
Units above \$10,000	3	1
Total income of Units above \$10,000	3	1
SALES		
Retail	3	3
Food	3	2
Genl. Mdse.	3	2
Automotive	1	1
Gas Station	3	3

138,600 Population
\$223,229,000 Income
\$159,960,000 Sales

Sales Management Figures

The Berkshire Eagle

Pittsfield, Mass.

Represented by the Julius Mathews Special Agency, Inc.

The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

METROPOLITAN AREA		ESTIMATES, 1955																			
Area and City	County and State	% of Index	Pop. 1/1/55	Net Eff. Buying In-come	Buy-ing Power Index	CONSUMER SPENDING UNITS					Total In-come of Units Over \$10,000	RETAIL SALES									
						0 to \$2,499	\$2,500 to \$3,999	\$4,000 to \$5,999	\$6,000 to \$9,999	Over \$10,000		Total	Food	Eat-ing Drink	Gen. Mdse.	Apparel	Furni-ture Radio	Auto-motive	Gas, Serv. Stas.	Lum.-Bldg.-Hdwe.	Drug
MASSACHUSETTS																					
PITTSFIELD.	Berkshire, Mass.	%U.S. Index	.0635	.0641	.0646	.0675	.0642	.0680	.0657	.0691	.0676	.0662	.0647	.0743	.0766	.1010	.0660	.0631	.0706	.0652	.0756
Pittsfield	Berkshire, Mass.	%U.S. Index	.0336	.0374	.0384	.0247	.0304	.0443	.0416	.0345	.0342	.0433	.0450	.0322	.0463	.0561	.0413	.0441	.0295	.0300	.0369
			100	111	114	74	90	132	124	103	102	129	134	96	147	173	123	131	85	89	110
SPRINGFIELD-HOLYOKE.	Hampden, Hamps're, Mass.	%U.S. Index	.2980	.3175	.3101	.2705	.3077	.3625	.3326	.2669	.2622	.3099	.3032	.2614	.2904	.3421	.3066	.2850	.2211	.3226	.3362
Springfield	Hampden, Mass.	%U.S. Index	.1019	.1179	.1202	.0669	.1072	.1359	.1279	.1042	.1030	.1363	.1249	.1093	.1475	.2048	.1347	.1280	.0773	.1361	.1552
			100	116	118	85	105	133	126	102	101	134	123	107	145	201	132	126	76	134	152
Holyoke	Hampden, Mass.	%U.S. Index	.0332	.0340	.0356	.0269	.0374	.0404	.0339	.0246	.0238	.0405	.0406	.0432	.0409	.0531	.0650	.0304	.0189	.0329	.0473
			100	102	106	87	113	122	102	74	72	122	122	130	123	160	196	92	51	90	142
WORCESTER	Worcester, Mass.	%U.S. Index	.3490	.3492	.3457	.2893	.3765	.4073	.3345	.2765	.2695	.3368	.3661	.3212	.2456	.3794	.3530	.3227	.3217	.2966	.3402
Worcester	Worcester, Mass.	%U.S. Index	.1245	.1310	.1369	.1196	.1378	.1470	.1245	.1113	.1090	.1550	.1538	.1399	.1523	.2512	.1997	.1384	.1145	.1296	.1457
			100	105	110	96	111	118	100	89	88	124	124	112	122	202	182	111	92	104	117
Fitchburg	Worcester, Mass.	%U.S. Index	.0261	.0267	.0292	.0215	.0299	.0323	.0248	.0196	.0191	.0354	.0399	.0290	.0274	.0406	.0357	.0350	.0402	.0311	.0356
			100	102	112	82	115	124	95	76	73	136	136	100	105	156	137	134	154	119	137
NEW HAMPSHIRE																					
MANCHESTER	Hillsbor'gh, N.H.	%U.S. Index	.0963	.1005	.1022	.0692	.1138	.1059	.0896	.0731	.0646	.1088	.1263	.0710	.0671	.1285	.0991	.0961	.1060	.0774	.0696
			100	104	106	93	118	110	93	76	88	113	131	74	90	133	103	100	110	80	72
Manchester	Hillsbor'gh, N.H.	%U.S. Index	.0520	.0549	.0566	.0484	.0620	.0594	.0535	.0427	.0414	.0626	.0671	.0405	.0558	.0846	.0615	.0590	.0559	.0375	.0391
			100	106	109	93	119	114	103	82	80	120	129	75	107	182	116	113	113	72	75
Nashua	Hillsbor'gh, N.H.	%U.S. Index	.0218	.0219	.0235	.0179	.0257	.0253	.0191	.0160	.0154	.0274	.0313	.0197	.0216	.0299	.0280	.0226	.0233	.0272	.0161
			100	100	108	82	118	116	88	73	71	127	144	90	99	137	128	104	107	125	74

THE ONLY KEY

TO

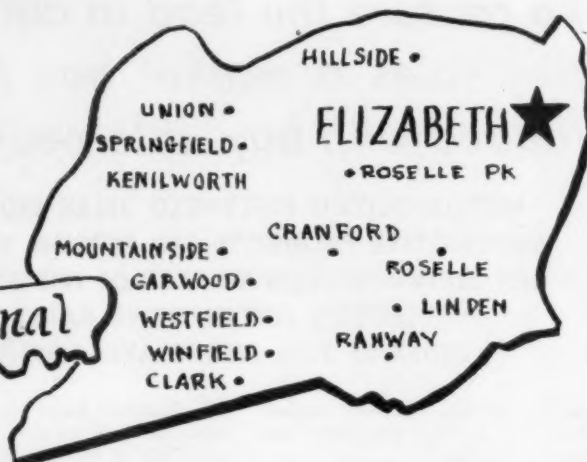
WEALTHY

UNION COUNTY

\$8972

C.S.I. PER HOUSEHOLD

HIGHEST IN NEW JERSEY



THE ELIZABETH DAILY JOURNAL

CIRCULATION NOW — **50,498** — A NEW HIGH!

Metropolitan Elizabeth, a self-contained market, comprises fifteen prosperous Union County communities. THE ELIZABETH DAILY JOURNAL offers top coverage of this rich market and is the single daily newspaper that publishes all the news and pictures of local interest, plus coverage of state, national and international news.

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COMPARE THE ELIZABETH JOURNAL
with New York daily newspapers in grocery
advertising lineage

1st Six Mos. 1956	No. of Lines
THE ELIZABETH JOURNAL	1,087,928
N. Y. Journal American	1,001,887
N. Y. World Telegram-Sun	877,654
N. Y. Post	761,789
N. Y. Daily News	606,987
N. Y. Mirror	374,507
N. Y. Times	207,590
N. Y. Herald-Tribune	135,000

Source: Media Records, Adv. Linage Ser.

NOTE THE NEW HIGHS
IN

WEALTHY UNION COUNTY

● Population	459,500
● C. S. Income	\$1,193,857,000
● Retail Sales	605,515,000
● Food Sales	158,671,000
● Drug Sales	14,959,000
● Auto. Sales	113,694,000
● Gas St. Sales	38,296,000

Source: Consumer Markets November 1956

Nationally Represented by
WARD-GRIFFITH CO., INC.

Elizabeth Daily Journal
ELIZABETH — NEW JERSEY

Nationally Represented by
WARD-GRIFFITH CO., INC.

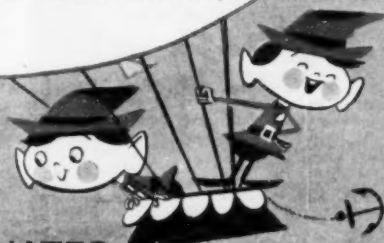
The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

METROPOLITAN AREA			ESTIMATES, 1955																			
Area and City	County and State	% and Index	Pop. 1/1/56	Net Eff. Buying Income	Buying Power Index	CONSUMER SPENDING UNITS						Total Income of Units Over \$10,000	RETAIL SALES									
						0 to \$2,499	\$2,500 to \$3,999	\$4,000 to \$5,999	\$6,000 to \$9,999	Over \$10,000	Total		Food	Eating Drink	Gen. Mdse.	Apparel	Furn.-House Radio	Auto-motive	Gas, Serv. Stas.	Lum.-Bldg.-Hdwe.	Drug	
NEW JERSEY																						
ATLANTIC CITY	Atlantic, N. J.	%U.S. .0855	.0887	.0978	.1191	.1086	.0838	.0732	.0779	.0759	.1212	.1164	.2961	.0828	.1577	.1011	.0766	.0674	.0734	.1298		
		Index 100	104	114	139	127	98	86	91	89	142	136	346	97	184	118	90	102	66	152		
Atlantic City	Atlantic, N. J.	%U.S. .0371	.0390	.0494	.0660	.0556	.0352	.0273	.0291	.0277	.0749	.0601	.2097	.0619	.1341	.0739	.0396	.0320	.0436	.0693		
		Index 100	105	133	178	150	95	74	78	75	202	162	565	167	361	199	107	86	118	241		
NEW YORK-N.E. NEW JERSEY																						
Bergen, Essex, Hudson, Middlesex, N.J.		%U.S. 2.2843	3.0497	2.7040	1.3339	1.9182	2.8877	3.6818	4.0297	4.2300	2.4079	2.7066	2.8559	2.0508	3.2961	2.8485	2.1555	1.8538	1.8516	1.9732		
		Index 100	134	118	58	84	126	161	176	185	105	118	125	90	144	125	94	81	81	86		
(NEW JERSEY PORTION ONLY)																						
Morris, Passaic, Somerset, Union, N. J.		%U.S. .2715	.3331	.3319	.2076	.3091	.3388	.3579	.3566	.3802	.3702	.3049	.5578	.5849	.7678	.5032	.2475	.1671	.1183	.2630		
		Index 100	123	122	76	114	125	132	131	133	136	112	205	215	283	185	91	62	44	97		
Newark	Essex, N. J.	%U.S. .1824	.2097	.1874	.1185	.1802	.2372	.2412	.1992	.1985	.1534	.2101	.2424	.0799	.2597	.1996	.0985	.1075	.0611	.1569		
		Index 100	115	103	64	96	130	132	109	109	84	115	133	42	142	109	54	59	33	86		
Paterson	Passaic, N. J.	%U.S. .0850	.1001	.1037	.0658	.0939	.1121	.1175	.0859	.0849	.1221	.1092	.1165	.1522	.2363	.2086	.1085	.0587	.0667	.1065		
		Index 100	118	122	77	110	132	138	101	100	144	128	137	179	278	245	127	70	78	125		
Elizabeth	Union, N. J.	%U.S. .0701	.0927	.0860	.0406	.0595	.0683	.1167	.1185	.1239	.0854	.0897	.0953	.0751	.1396	.1216	.0770	.0649	.0595	.0835		
		Index 100	132	123	58	85	126	166	169	177	122	128	136	107	199	173	110	93	85	119		
Hackensack	Bergen, N. J.	%U.S. .0188	.0263	.0373	.0126	.0179	.0233	.0310	.0360	.0378	.0678	.0425	.0410	.1026	.2071	.0634	.0759	.0228	.0289	.0316		
		Index 100	140	198	67	95	124	165	191	201	361	226	218	546	1102	444	404	121	153	168		
Plainfield	Union, N. J.	%U.S. .0279	.0427	.0444	.0174	.0212	.0329	.0527	.0685	.0737	.0681	.0600	.0222	.0647	.0798	.0638	.0622	.0222	.0551	.0368		
		Index 100	153	159	62	76	118	189	246	264	208	215	80	304	288	229	223	80	197	132		
Passaic	Passaic, N. J.	%U.S. .0350	.0455	.0469	.0249	.0361	.0470	.0526	.0508	.0517	.0570	.0584	.0631	.0382	.1816	.1096	.0401	.0230	.0204	.0427		
		Index 100	130	134	71	103	134	150	145	148	163	167	180	109	519	313	115	66	58	122		
East Orange	Essex, N. J.	%U.S. .0501	.0639	.0684	.0389	.0488	.0687	.0964	.1281	.1367	.0546	.0550	.0413	.0432	.1193	.0666	.0619	.0343	.0189	.0395		
		Index 100	167	137	78	87	137	192	236	273	109	112	82	86	238	133	124	66	38	79		
New Brunswick	Middlesex, N.J.	%U.S. .0245	.0312	.0353	.0321	.0272	.0312	.0347	.0306	.0304	.0492	.0380	.0645	.0460	.0922	.0774	.0618	.0239	.0305	.0360		
		Index 100	127	144	131	111	127	142	125	124	201	155	222	188	376	316	252	98	124	147		

Buffalo Sales HIGH ABOVE AVERAGE

Retail Sales 7% above
Food Sales 14% above
General Mdse. Sales 12% above
Apparel Sales 36% above
Furniture-Household-Radio Sales . 5% above

(SOURCE: SM's "Marketing On The Move" Nov. 1956)



ABC BASIC AFFILIATES

Representatives: PETERS, GRIFFIN, WOODWARD, INC.

Ride high sales-wise
in the nation's "RICH"
14th largest market
area. Place your sales
message on . . .

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CHANNEL 2
WGR RADIO

Complete coverage
of Western New York
PLUS a bonus of
557,000 TV families
in nearby Canada.

The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

METROPOLITAN AREA		SM ESTIMATES, 1955																				
Area and City	County and State	% and Index	Pop. 1/1/55	Net Eff. Buying Income	Buying Power Index	CONSUMER SPENDING UNITS						Total Income of Units Over \$10,000	RETAIL SALES									
						\$2,499 to \$3,999	\$4,000 to \$5,999	\$6,000 to \$9,999	\$10,000 to \$14,999	Over \$15,000	Total		Food	Eating Drink	Gen. Mdse.	Apparel	Furn-House Radio	Auto-motive	Gas, Serv. Stat.	Lum.-Bldg.-Hdwe.	Drug	
NEW JERSEY																						
Clifton	Passaic, N. J.	%U.S. Index	.0460	.0619	.0536	.0171	.0293	.0658	.0875	.0752	.0786	.0449	.0543	.0616	.0197	.0266	.0174	.0458	.0364	.0912	.0296	
Union City	Hudson, N. J.	%U.S. Index	.0336	.0408	.0403	.0274	.0372	.0472	.0459	.0350	.0346	.0439	.0462	.0626	.0543	.0733	.0553	.0344	.0157	.0135	.0338	
Irvington	Essex, N. J.	%U.S. Index	.0378	.0532	.0469	.0173	.0281	.0540	.0726	.0662	.0692	.0426	.0619	.0359	.0185	.0552	.0382	.0651	.0246	.0206	.0434	
Perth Amboy	Middlesex, N. J.	%U.S. Index	.0268	.0311	.0326	.0184	.0238	.0380	.0370	.0301	.0301	.0395	.0554	.0384	.0384	.0911	.0601	.0378	.0183	.0187	.0275	
Bayonne	Hudson, N. J.	%U.S. Index	.0481	.0578	.0489	.0254	.0367	.0657	.0710	.0622	.0634	.0378	.0661	.0537	.0141	.0639	.0506	.0220	.0253	.0205	.0324	
Mantoloking	Essex, N. J.	%U.S. Index	.0276	.0535	.0429	.0202	.0245	.0273	.0450	.1133	.1279	.0355	.0385	.0141	.0140	.0319	.0218	.0666	.0197	.0167	.0325	
Morris	Morris, N. J.	%U.S. Index	.0110	.0180	.0206	.0098	.0110	.0131	.0181	.0230	.0241	.0346	.0351	.0159	.0453	.0474	.0545	.0341	.0167	.0306	.0257	
Fair Lawn	Bergen, N. J.	%U.S. Index	.0210	.0320	.0303	.0085	.0105	.0270	.0459	.0499	.0542	.0336	.0337	.0117	.1363	.0088	.0092	.0051	.0151	.0348	.0235	
Hoboken	Hudson, N. J.	%U.S. Index	.0306	.0340	.0316	.0287	.0384	.0395	.0336	.0248	.0237	.0279	.0402	.0572	.018*	.0371	.0247	.0152	.0129	.0130	.0199	
Ridgewood	Bergen, N. J.	%U.S. Index	.0133	.0312	.0284	.0065	.0076	.0138	.0290	.0701	.0628	.0271	.0323	.0074	.0067	.0318	.0220	.0506	.0135	.0097	.0303	
Englewood	Bergen, N. J.	%U.S. Index	.0154	.0292	.0258	.0107	.0128	.0167	.0298	.0562	.0623	.0270	.0272	.0137	.0092	.0236	.0237	.0455	.0328	.0132	.0143	
TRENTON		Mercer, N. J.	%U.S. Index	.1862	.1938	.1848	.1234	.1383	.1627	.2277	.2401	.2478	.1889	.1782	.2077	.2080	.2377	.2226	.1704	.1857	.1500	.1350
Trenton	Mercer, N. J.	%U.S. Index	.0795	.0957	.0917	.0589	.0743	.0924	.1106	.1144	.1176	.1366	.1354	.1564	.1919	.1085	.1883	.0956	.1127	.0882	.1077	
NEW YORK																						
ALBANY-SCHENECTADY-TROY	Albany, Rensselaer, Schenect'y, N. Y.	%U.S. Index	.3302	.3578	.3563	.2580	.3103	.3857	.4143	.3809	.3618	.3783	.3946	.3636	.4880	.5272	.3826	.3213	.2857	.2367	.2061	
Albany	Albany, N. Y.	%U.S. Index	.0647	.0862	.1034	.0774	.0984	.0952	.1047	.1009	.1010	.1279	.1206	.1503	.1101	.2478	.1589	.1330	.0688	.0577	.1213	
Schenectady	Schenect'y, N. Y.	%U.S. Index	.0860	.0705	.0742	.0441	.0520	.0795	.0883	.0712	.0716	.0911	.1035	.0798	.1174	.1200	.0831	.0706	.0626	.0825	.0784	
Troy	Rensselaer, N. Y.	%U.S. Index	.0469	.0467	.0495	.0469	.0515	.0505	.0452	.0402	.0392	.0566	.0644	.0517	.0562	.1353	.0720	.0497	.0362	.0161	.0411	
AUBURN	Cayuga, N. Y.	%U.S. Index	.0437	.0372	.0403	.0397	.0432	.0431	.0339	.0278	.0288	.0432	.0434	.0372	.0267	.0473	.0494	.0406	.0302	.0559	.0278	
Auburn	Cayuga, N. Y.	%U.S. Index	.0228	.0206	.0238	.0186	.0215	.0251	.0198	.0166	.0182	.0300	.0327	.0285	.0209	.0482	.0443	.0282	.0201	.0274	.0217	
BINGHAMTON	Broome, N. Y.	%U.S. Index	.1188	.1210	.1230	.0774	.1049	.1404	.1378	.1146	.1142	.1295	.1286	.1414	.1562	.1240	.1209	.1289	.1197	.0963	.1177	
Binghamton	Broome, N. Y.	%U.S. Index	.0486	.0531	.0599	.0361	.0473	.0673	.0586	.0547	.0548	.0762	.0660	.0774	.1308	.0768	.0806	.0776	.0644	.0353	.0719	
BUFFALO	Erie, Niagara, N. Y.	%U.S. Index	.7312	.7451	.7531	.4788	.6042	.8859	.8354	.7145	.7113	.7813	.8338	.9012	.8220	.9055	.7682	.7307	.6519	.7096	.7389	
Buffalo	Erie, N. Y.	%U.S. Index	.3634	.3775	.3971	.2731	.3332	.4448	.4001	.3527	.3501	.4523	.4226	.6020	.6364	.7307	.5219	.3750	.3106	.3119	.4079	
Niagara Falls	Niagara, N. Y.	%U.S. Index	.0612	.0654	.0673	.0354	.0472	.0620	.0785	.0614	.0612	.0744	.0788	.1006	.0679	.1069	.0756	.0659	.0633	.0618	.0682	
Kanawha	Erie, N. Y.	%U.S. Index	.0127	.0180	.0189	.0048	.0073	.0177	.0254	.0180	.0185	.0279	.0629	.0112	.0055	.0138	.0135	.0423	.0258	.0076	.0322	
ELMIRA	Chemung, N. Y.	%U.S. Index	.0573	.0541	.0558	.0489	.0586	.0619	.0558	.0442	.0431	.0571	.0500	.0548	.0458	.0750	.0635	.0593	.0438	.0702	.0455	
Elmira	Chemung, N. Y.	%U.S. Index	.0312	.0303	.0352	.0290	.0324	.0342	.0315	.0245	.0237	.0461	.0439	.0386	.0438	.0706	.0528	.0494	.0311	.0534	.0392	
JAMESTOWN	Chaut'qua, N. Y.	%U.S. Index	.0084	.0780	.0631	.0738	.0984	.0960	.0719	.0588	.0536	.0693	.0956	.0984	.0726	.0927	.0707	.0913	.0941	.0945	.0695	
Jamestown	Chaut'qua, N. Y.	%U.S. Index	.0088	.0290	.0318	.0220	.0280	.0389	.0287	.0239	.0254	.0382	.0409	.0317	.0495	.0589	.0384	.0333	.0331	.0253	.0545	
NEW YORK-N. E. NEW JERSEY	Bergen, Essex, Hudson, Middlesex, Morris, Passaic, Somerset, Union, N. J.	%U.S. Index	5.5183	10.901	39.914	15.964	67.708	19.838	212.276	714.970	15.7303	9.1996	10.5434	13.4814	6.2554	16.0487	11.3457	6.2224	5.2137	5.3181	7.6214	

TROY

**WHERE
FAMILIES
SPEND**

**THAN THE AVERAGE
MARKET OF ITS SIZE
AND BUYING POWER**

23%

MORE

CITY ZONE FACTS:

Population 129,600

Families 38,400

Eff. Buying Income \$211,621,000

Retail Sales \$149,653,000

THE RECORD NEWSPAPERS

- THE TROY RECORD •
- THE TIMES RECORD •

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Best business location





in

New York

BUSY THOROUGHFARE ?

Brother, WCBS Radio is just about the busiest "thoroughfare" in the world's busiest city. In fact, listeners to WCBS consistently place more WCBS programs on the list of Top Ten local daytime participating shows *than all the other New York network stations combined.*

WELL-TO-DO NEIGHBORHOOD ?

The facts: families in metropolitan New York have an effective buying income of almost \$29 billion yearly—11% of the nation's total. And, in addition, more people in New York's vast, fast-spending, keep-up-with-the-Joneses suburban area listen to WCBS Radio than to any other New York station.*

TOP SALESPeOPLE ?

Nationally-known local performers on WCBS (Jack Sterling, Jim Lowe, Martha Wright, Galen Drake, Lanny Ross, John Henry Faulk, Herman Hickman and Bill Leonard) carry your sales message far beyond studio confines—to local supermarkets, client sales meetings, high school dances—and everywhere they go, they're building bigger audiences, making new friends, more customers for the products they advertise.

SOUND INVESTMENT ?

It sure is. Ask any of the satisfied advertisers who come back, year after year, to WCBS Radio, knowing that more New Yorkers tune in every week to WCBS than to any other station.* Get your product up for sale in the best business location in New York. For availabilities and details, call CBS Radio Spot Sales, or Buck Hurst, at PLaza 1-2345.

WCBS RADIO

New York • 50,000 watts • 880 kc

The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

METROPOLITAN AREA		ESTIMATES, 1955																				
Area and City	County and State	% and Index	Pop. 1/1/56	Net ER. Buying Income	Buying Power Index	CONSUMER SPENDING UNITS						Total Income of Units Over \$10,000	RETAIL SALES									
						0 to \$2,499	\$2,500 to \$3,999	\$4,000 to \$5,999	\$6,000 to \$9,999	Over \$10,000	Total		Food	Eating Drink	Gen. Mdse.	Apparel	Furn.-House Radio	Auto-motive	Gas, Serv. Stas.	Lum.-Bldg.-Hdwe.	Drug	
NEW YORK																						
(NEW YORK PORTION)	Bronx, Kings, Nassau, New York Co., Queens, Richmond, Rockland, Suffolk, Westchester, N. Y.	%U.S.	6,2340	7,8516	7,2101	4,6307	5,7879	6,9505	8,5889	10,9411	11,5003	6,7917	7,8368	10,6355	6,2048	12,7336	8,4972	4,0769	3,3509	3,4675	5,6482	
		Index	100	126	116	74	93	111	138	176	184	109	126	171	100	205	136	65	54	56	91	
	New York City	N. Y. Co., N. Y.	%U.S.	4,8243	5,8832	5,4422	3,8783	4,8617	5,5067	6,4881	7,4210	7,6373	5,1188	5,8836	8,9129	5,0125	10,6520	6,8004	2,4887	1,9561	1,7786	4,3283
		Index	100	122	113	66	101	114	134	154	158	106	122	185	104	226	141	52	41	37	90	
Hempst'd Twp.	Nassau, N. Y.	%U.S.	.3893	.5943	.5324								.5245	.5741	.5808	.4018	.6593	.5856	.5151	.4241	.5727	.3964
		Index	100	153	137								135	147	131	103	169	150	132	109	147	102
N.Hempst'd Twp.	Nassau, N. Y.	%U.S.	.1195	.1673	.1728								.1842	.2284	.1946	.2022	.1122	.1559	.1490	.1725	.1717	.1528
		Index	100	158	147								155	193	164	171	9	132	126	148	145	129
Yonkers	Westch't'r, N. Y.	%U.S.	.0881	.1394	.1180	.0507	.0855	.1048	.1553	.2453	.2673	.0989	.1349	.1179	.0418	.1478	.1142	.0934	.0837	.0452	.0849	
		Index	100	142	121	52	67	107	158	250	272	101	138	120	43	151	116	100	85	46	67	
White Plains	Westch't'r, N. Y.	%U.S.	.0323	.0513	.0615	.0225	.0262	.0322	.0509	.0968	.1063	.0981	.0670	.0745	.1458	.2386	.1766	.0680	.0517	.0508	.0377	
		Index	100	159	190	70	81	100	158	305	33	304	207	231	451	739	526	272	160	157	117	
New Rochelle	Westch't'r, N. Y.	%U.S.	.0423	.0697	.0618	.0328	.0362	.0387	.0572	.1441	.1602	.0616	.0754	.0740	.0617	.113	.0816	.0649	.0314	.0309	.0410	
		Index	100	165	146	78	86	91	136	341	379	148	131	128	146	273	15	291	74	73	97	
Mount Vernon	Westch't'r, N. Y.	%U.S.	.0455	.0684	.0603	.0275	.0351	.0501	.0700	.1229	.1338	.0568	.0620	.0462	.0347	.0741	.0878	.0640	.0333	.0276	.0413	
		Index	100	150	133	60	77	110	154	270	294	125	136	102	76	163	193	141	73	61	91	
Oyster Bay Twp.	Nassau, N. Y.	%U.S.	.1079	.1551	.1149								.0527	.0752	.0791	.0193	.0406	.0400	.039	.0588	.0573	.0515
		Index	100	144	106								49	70	73	18	38	37	37	54	53	48
POUGHKEEPSIE-NEWBURGH-BEACON																						
Poughkeepsie	Dutchess, N. Y.	%U.S.	.1793	.1672	.1639	.1639	.1721	.1772	.1761	.1512	.1488	.2148	.2293	.2328	.1803	.2005	.1866	.2196	.1691	.1928	.1680	
		Index	100	93	103	91	96	99	98	84	83	120	128	130	101	112	104	122	94	108	94	
		%U.S.	.0250	.0285	.0333	.0203	.0248	.0308	.0338	.0284	.0284	.0536	.0492	.0521	.0633	.0687	.0478	.0439	.0336	.0334	.0356	
		Index	100	114	141	81	99	123	135	114	114	214	197	208	333	275	191	176	142	142	142	
Newburgh	Orange, N. Y.	%U.S.	.0195	.0203	.0263	.0161	.0212	.0224	.0218	.0182	.0180	.0409	.0403	.0368	.0409	.0633	.0462	.0433	.0271	.0404	.0262	
		Index	100	104	131	83	109	115	112	93	92	210	207	189	210	321	237	222	139	267	134	
ROCHESTER																						
Rochester	Monroe, N. Y.	%U.S.	.3216	.3633	.3532	.2235	.2787	.3861	.4297	.4043	.4101	.3578	.3573	.3496	.4141	.4064	.3839	.3833	.2670	.2803	.3482	
		Index	100	113	110	70	87	120	134	126	128	111	111	109	129	126	119	119	83	87	108	
		%U.S.	.2075	.2328	.2508	.1634	.1999	.2554	.2688	.2327	.2330	.309	.3080	.2883	.4018	.3923	.3766	.3083	.2040	.2120	.3144	
		Index	100	112	121	79	96	123	130	112	112	149	148	139	194	189	172	149	98	102	152	
SYRACUSE																						
Syracuse	Onondaga, N. Y.	%U.S.	.2278	.2335	.2402	.2082	.2165	.2351	.2548	.2281	.2284	.2564	.2645	.3070	.2813	.3056	.2016	.2808	.2010	.1956	.2232	
		Index	100	103	106	91	95	112	112	100	99	113	116	135	124	134	89	123	88	86	98	
		%U.S.	.1385	.1518	.1617	.1479	.1440	.1592	.1612	.1475	.1463	.1936	.1672	.2270	.2602	.2895	.1736	.2269	.1283	.0993	.1481	
		Index	100	110	117	107	104	115	116	106	106	140	121	164	188	209	121	164	93	72	107	
UTICA-ROME																						
Utica	Herkimer, Oneida, N. Y.	%U.S.	.1790	.1689	.1689	.1410	.1756	.1819	.1603	.1357	.1328	.1755	.1871	.1845	.1279	.1907	.1791	.1617	.1733	.1755	.1458	
		Index	100	90	94	79	98	102	90	76	74	98	103	103	71	107	100	90	97	98	81	
		%U.S.	.0631	.0600	.0658	.0501	.0649	.0683	.0596	.0315	.0504	.0771	.0601	.0670	.0730	.1233	.0881	.0688	.0797	.0639	.0667	
		Index	100	95	104	79	103	108	94	82	80	122	127	106	116	196	140	109	95	101	106	
Rome	Oneida, N. Y.	%U.S.	.0282	.0242	.0282	.0175	.0252	.0294	.0262	.0199	.0195	.0293	.0303	.0270	.0203	.0322	.0278	.0288	.0249	.0317	.0277	
		Index	100	86	83	62	89	101	93	71	69	100	107	96	72	114	99	102	88	112	98	
WATERTOWN																						
Watertown	Jefferson, N. Y.	%U.S.	.0523	.0450	.0504	.0160	.0563	.0482	.0374	.0333	.0340	.0380	.0529	.0373	.0524	.0619	.0384	.0616	.0711	.0594	.0533	
		Index	100	86	96	107	108	92	72	67	6	111	101	110	100	118	70	118	98	114	102	
		%U.S.	.0215	.0223	.0256	.0231	.0241	.0233	.0213	.0207	.0204	.0334	.0316	.0258	.0420	.0742	.0268	.0332	.0199	.0208	.0296	
		Index	100	104	119	107	112	108	99	95	93	151	147	119	193	252	121	164	93	97	138	

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...and the 15-county SYRACUSE MARKET

SALES MANAGEMENT has ranked Syracuse as the nation's No. 1 Test Market, based upon an audit of the test operations of 503 national advertisers over a nine-year period. That's authentic research. Here's something else authentic: The Syracuse Newspapers deliver 100% saturation coverage of metropolitan Syracuse . . . plus effective circulation in 14 surrounding counties.

If you want to sell Syracuse and the rest of Central New York, where 1.3 million people spend \$1.9 billion a year . . . you can't buy any other combination of media that will do a comparable job at a comparable cost.



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HERALD JOURNAL & HERALD-AMERICAN ★ **THE POST-STANDARD**
Evening Sunday Morning & Sunday

CIRCULATION: Combined Daily 233,150 Sunday Herald-American 221,744 Sunday Post-Standard 105,245

In Philadelphia, buying begins at home



The Bulletin goes home . . . delivers more copies to more people every seven days in Greater Philadelphia than any other newspaper

Drugstores are busy in Greater Philadelphia. People spend \$161,000,000 a year on drugs, cosmetics, toiletries. Your sales start at home in the advertising columns of Philadelphia's family newspaper—The Evening and Sunday Bulletin.

The Bulletin packs selling power throughout a market noted for its buying power. Philadelphians like The Bulletin. They buy it, read it, trust it and respond to the advertising in it. The Bulletin is Philadelphia's home newspaper.

Now—R.O.P. Spot full color seven days a week.

Advertising Offices: Philadelphia, 30th and Market Streets • New York, 342 Madison Avenue • Chicago, 520 N. Michigan Avenue. **Representatives:** Sawyer Ferguson Walker Company in Detroit • Atlanta • Los Angeles • San Francisco



In Philadelphia nearly everybody reads The Bulletin

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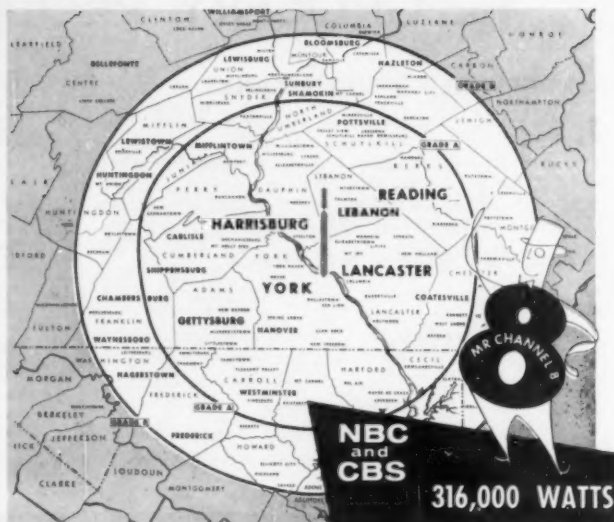
sales MULTIPLY in the Channel 8 Multi-City Market

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LANCASTER, PENNA.
NBC and CBS

- ✓ 3½ million people
- ✓ 917,320 TV sets
- ✓ \$5½ billion to spend yearly
- ✓ America's 10th largest market in TV homes

STEINMAN STATION
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Representative
The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

METROPOLITAN AREA		ESTIMATES, 1955																				
Area and City	County and State	% and Index	Pop. 1/1/56	Net ER. Buying Income	Buying Power Index	CONSUMER SPENDING UNITS						Total Income of Units Over \$10,000	RETAIL SALES									
						\$2,499 to \$2,999	\$3,000 to \$3,999	\$4,000 to \$4,999	\$5,000 to \$5,999	\$6,000 to \$6,999	\$7,000 to \$7,999		Over \$10,000	Total	Food	Eat-ing Drink	Gen. Mds.	Ap-parel	Furn-House Radio	Auto-motive	Gas, Serv. Stas.	Lum.-Bldg.-Hdwe.
PENNSYLVANIA																						
LANCASTER	Lancaster, Pa...	%U.S. Index	.1469	.1738	.1636	.1188	.1506	.1594	.1594	.2281	.2334	.1578	.1357	.1184	.1559	.1243	.1566	.1726	.1446	.1558	.1004	
		100	118	111	80	113	109	109	154	159	107	92	81	106	85	107	117	98	106	68	80	
		%U.S. Index	.0392	.0499	.0640	.0394	.0475	.0524	.0522	.0478	.0477	.0706	.0626	.0499	.1117	.0909	.0601	.0732	.0493	.0269	.0544	
		100	127	138	101	121	134	133	122	122	180	160	127	285	232	204	187	126	69	139		
LEBANON	Lebanon, Pa...	%U.S. Index	.0551	.0522	.0524	.0421	.0599	.0605	.0507	.0378	.0385	.0510	.0488	.0351	.0375	.0406	.0583	.0761	.0521	.0364	.0279	
		100	95	95	76	106	110	92	69	66	93	89	64	88	74	102	138	95	66	51		
		%U.S. Index	.0197	.0214	.0231	.0159	.0236	.0244	.0212	.0170	.0166	.0281	.0293	.0198	.0267	.0341	.0419	.0343	.0240	.0129	.0194	
		100	109	117	81	120	124	108	86	84	134	149	101	136	173	213	177	122	65	98		
NEW CASTLE	Lawrence, Pa...	%U.S. Index	.0653	.0665	.0637	.0459	.0640	.0806	.0703	.0514	.0501	.0580	.0679	.0416	.0534	.0520	.0872	.0653	.0630	.0540	.0494	
		100	102	96	79	98	123	108	79	77	89	104	84	82	80	134	85	96	83	76		
		%U.S. Index	.0302	.0324	.0340	.0243	.0318	.0382	.0342	.0257	.0250	.0391	.0460	.0273	.0441	.0426	.0620	.0339	.0355	.0296	.0376	
		100	107	113	80	105	126	113	85	83	129	152	90	146	141	205	112	118	98	125		
PHILADELPHIA		Burlington, Camden, Gloucester, N. J., Bucks, Chester, Delaware, Montgomery, Philadelphia, Pa.	%U.S. Index	2.4585	2.8972	2.6887	2.0618	2.4038	2.8708	3.1305	3.2466	3.3159	2.4944	2.4855	2.9934	3.1487	2.9907	2.5611	2.2086	1.7466	1.5849	2.3516
		Philadelphia, Pa.	%U.S. Index	1.3095	1.4757	1.4212	1.2355	1.4174	1.5282	1.5842	1.4123	1.4316	1.4070	1.2975	1.8294	2.3540	2.1231	1.4947	1.0351	.6494	.5764	1.3517
		Camden	%U.S. Index	.0784	.0825	.0673	.0600	.0643	.0953	.0909	.0644	.0628	.1013	.0951	.1168	.1174	.1133	.1141	.0950	.0789	.0643	.0631
		Upper Darby Township	%U.S. Index	.0631	.0989	.0616							.0651	.0634	.0506	.0562	.1069	.0580	.0664	.0450	.0784	
		Chester	%U.S. Index	.0431	.0612	.0628	.0311	.0435	.0583	.0571	.0518	.0521	.0619	.0829	.0703	.0728	.0902	.0729	.0461	.0327	.0273	
			100	119	123	72	101	126	132	120	121	144	192	163	169	209	169	107	76	83	110	

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that
"something"
is still
happening
in
Pittsburgh

For several years now you've been hearing that "Something has happened in Pittsburgh." And it's still happening—more than ever. Post-Gazette lineage is up 11 per cent in the first nine months of 1956 over 1955 — the biggest previous year in our history. These Media Record figures tell the story!

DEPARTMENT STORES

	1951 to 1955	Three Quarters 1955-1956
Post-Gazette	+293,236	+161,627
Sun-Telegraph	—647,093	—420,676
Press	+122,681	—143,077

ALL OTHER RETAIL

	1951 to 1955	Three Quarters 1955-1956
Post-Gazette	+663,760	+246,059
Sun-Telegraph	—26,725	—237,275
Press	—228,291	+300,283

NATIONAL ADVERTISING*

	1951 to 1955	Three Quarters 1955-1956
Post-Gazette	+331,533	+363,912
Sun-Telegraph	—51,180	+229,295
Press	+696,538	+499,356

TOTAL DISPLAY

	1951 to 1955	Three Quarters 1955-1956
Post-Gazette	+1,288,529	+214,041
Sun-Telegraph	—714,988	—79,468
Press	+665,053	+251,634

CLASSIFIED

	1951 to 1955	Three Quarters 1955-1956
Post-Gazette	+215,462	+771,598
Sun-Telegraph	—65,396	—428,656
Press	+570,729	+636,562

TOTAL ADVERTISING

	1951 to 1955	Three Quarters 1955-1956
Post-Gazette	+1,551,862	+985,639
Sun-Telegraph	—744,965	—508,124
Press	+1,307,151	+888,196

*General, automotive and financial combined.

YES! *Something HAS Happened in Pittsburgh!*

Pittsburgh Post-Gazette

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT

The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

METROPOLITAN AREA		ESTIMATES, 1955																				
Area and City	County and State	Pop. and Index	Pop. 1/1/56	Net Eq. Bu.-ing In- come	Buy- ing Power Index	CONSUMER SPENDING UNITS					Total In- come of Units Over \$10,000	RETAIL SALES										
						\$2,499 to \$3,999	\$4,000 to \$5,999	\$6,000 to \$7,999	\$8,000 to \$9,999	\$10,000 to \$14,999		Total	Food	Eat- ing Drink	Gen. Mdse.	App- arel	Furn- iture	Auto- motive	Gas. Serv. Stas.	Lum.- Bldg.- Hdwe.	Drugs	
PENNSYLVANIA																						
LEVITTOWN-FAIRLESS HILLS	Bucks, Pa.	%U.S. Index	.0346 100	.0396 114	.0363 105	.0019 5	.0251 73	.0492 142	.0630 182	.0438 126	.0401 116	.0319 92	.0357 103	.0221 64	.0522 151	.0499 144	.0309 89	.0137 40	.0210 61	.0109 49	.0267 77	
		%U.S. Index	.0333 100	.0570 171	.0467 140								.0385 116	.0374 112	.0400 120	.0078 23	.0582 175	.0450 135	.0338 162	.0230 102	.0642 69	
Lower Merion Township	Montgom'ry, Pa.	%U.S. Index	.0242 100	.0252 104	.0288 119	.0150 62	.0232 96	.0256 106	.0253 105	.0281 116	.0285 118	.0377 156	.0422 174	.0273 113	.0484 200	.0536 221	.0582 240	.0368 152	.0246 102	.0167 69	.0264 109	
		%U.S. Index	1.3829 100	1.4945 108	1.4342 104	1.0167 74	1.3732 98	1.6296 118	1.6781 121	1.3805 100	1.3719 99	1.3675 99	1.5888 116	1.3618 98	1.6819 122	1.4166 102	1.5070 109	1.2683 92	1.1399 82	.9866 71	1.3846 100	
Pittsburgh	Allegheny, Pa.	%U.S. Index	.4085 100	.4810 108	.4876 104	.3793 74	.4383 99	.4863 118	.5041 121	.5023 100	.5029 99	.5514 116	.4996 98	.6319 122	1.1697 102	.6244 109	.6295 82	.3774 74	.3275 82	.2147 71	.5774 100	
		%U.S. Index	.0311 100	.0336 108	.0373 120	.0236 76	.0344 111	.0372 120	.0357 115	.0288 93	.0284 91	.0477 153	.0548 176	.0411 132	.0405 130	1.1109 357	.0874 281	.0316 102	.0331 106	.0412 132	.0467 150	
McKeesport	Allegheny, Pa.	%U.S. Index	.0156 100	.0158 101	.0204 131	.0171 110	.0199 128	.0180 115	.0142 91	.0098 63	.0092 59	.0313 201	.0334 214	.0236 151	.0371 238	.0371 278	.0476 305	.0272 174	.0277 178	.0215 138	.0319 204	
		%U.S. Index	.0116 100	.0135 116	.0180 155	.0096 83	.0129 111	.0144 124	.0121 104	.0141 122	.0142 122	.0298 257	.0293 253	.0149 128	.0330 284	.0444 383	.0679 585	.0337 291	.0173 138	.0185 159	.0217 167	
READING	Berks, Pa.	%U.S. Index	.1575 100	.1785 113	.1710 109	.1271 81	.1698 108	.1852 118	.1901 121	.1774 113	.1776 110	.1675 106	.1772 113	.1654 105	.1597 101	.1769 112	.1894 120	.1743 111	.1319 84	.1393 88	.1145 73	
		%U.S. Index	.0682 100	.0814 119	.0832 122	.0614 90	.0808 118	.0863 127	.0856 126	.0759 111	.0753 110	.0963 141	.1042 153	.0900 132	.1196 175	.1588 233	.1163 171	.0842 123	.0559 82	.0621 91	.0732 107	
SCRANTON	Lackawanna, Pa.	%U.S. Index	.1542 100	.1348 87	.1362 88	.1421 92	.1810 117	.1521 99	.1121 73	.0850 55	.0802 52	.1265 82	.1474 96	.1293 84	.1450 94	.1672 108	.1624 105	.1075 70	.0920 60	.0654 42	.1010 65	
		%U.S. Index	.0766 100	.0730 95	.0760 99	.0748 98	.0941 123	.0627 108	.0625 82	.0490 63	.0456 60	.0805 105	.0804 105	.0776 101	.1175 153	.1316 172	.1286 168	.0643 84	.0438 57	.0354 46	.0597 78	

TO ALL INDUSTRIAL MARKETING MEN

... who wish to strengthen Sales in these 28 vital categories:

Total manufacturing
Food & kindred products
Tobacco manufacturers
Textile mill products
Apparel & fabric products
Lumber & wood products
Furniture & fixtures
Paper & allied products
Printing & publishing

Transportation equipment
Instruments & related products
Miscellaneous manufacturing
Mining
Services (business & professional)
Chemicals & allied products
Petroleum & coal products
Rubber products
Leather & leather products

Stone, clay & glass
Primary metal industries
Fabricated metal products
Machinery (except electrical)
Electrical machinery, equipment, etc.
Contract construction
Public utilities
Wholesale trade
Retail trade
Finance, insurance, real estate

NOW you can obtain IBM card estimates of current employment in the above categories for every county.

NOW you can make great advances in setting market quotas, and you can carry market planning several steps beyond the industrial potential data published in the 1956 SURVEY OF BUYING POWER.

This information, available by county, matched with other data on consumer markets (population, income, residential, construction, sales, etc.) makes possible the most complete county breakdowns of industrial potentials ever developed.

For example . . . If you are able to allocate your total national sales to any of the above 28 categories—or combinations—we will be able to provide you with IBM listings showing how much dollar potential you should realize in every county . . . in every industrial category of significance to you.

Tell us which of the above factors represent important customers to you. We will give you specific cost estimates on preparing special analytical listings geared to your specific needs.

Write to:

MARKET STATISTICS, INC.

432 Fourth Avenue, New York 16, N. Y.

Research Consultants to

SALES MANAGEMENT

The Magazine of Marketing

The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

METROPOLITAN AREA			ESTIMATES, 1955																				
Area and City	County and State	% and Index	Pop. 1/1/55	Net Eff. Buying Income	Buying Power Index	CONSUMER SPENDING UNITS						Total Income of Units Over \$10,000	RETAIL SALES										
						0 to \$2,499	\$2,500 to \$3,999	\$4,000 to \$5,999	\$6,000 to \$9,999	Over \$10,000	Total		Food	Eating Drink	Gen. Mdse.	Apparel	Furn. House Radio	Auto-motive	Gas. Serv. Stas.	Lum.-Bldg.-Hdw.	Drugs		
PENNSYLVANIA																							
WILKESBARRE-HAZLETON	Luzerne, Pa.	%U.S. Index	.2290	.1973	.1961	.1863	.2596	.2243	.1637	.1335	.1278	.1790	.2080	.1667	.2146	.2179	.2095	.1620	.1409	.1147	.1217		
		100	86	87	81	113	96	71	58	56	78	91	73	94	95	91	71	62	50	53			
		%U.S. Index	.0446	.0431	.0493	.0430	.0535	.0473	.0360	.0328	.0317	.0628	.0665	.0553	.1434	.1232	.0742	.0272	.0379	.0159	.0363		
100	97	111	96	120	106	81	74	71	141	127	124	322	276	166	61	85	38	81					
WILLIAMSPORT	Lycoming, Pa.	%U.S. Index	.0630	.0586	.0592	.0511	.0615	.0657	.0457	.0378	.0356	.0575	.0604	.0475	.0603	.0612	.0573	.0605	.0692	.0416	.0417		
		100	93	94	87	129	104	73	60	57	91	96	75	96	97	91	96	110	66	66			
		%U.S. Index	.0280	.0296	.0323	.0285	.0373	.0331	.0241	.0220	.0213	.0396	.0369	.0290	.0536	.0565	.0476	.0392	.0419	.0155	.0301		
100	106	115	102	133	118	86	79	76	141	132	104	191	202	170	140	150	55	106					
YORK	York, Pa.	%U.S. Index	.1293	.1296	.1331	.1082	.1579	.1435	.1152	.1021	.0991	.1414	.1201	.1080	.1616	.1331	.1868	.1500	.1290	.1433	.0788		
		100	100	103	84	122	111	89	79	77	109	93	84	125	103	144	116	100	111	61			
		%U.S. Index	.0373	.0417	.0503	.0336	.0474	.0460	.0387	.0348	.0341	.0732	.0610	.0609	.0911	.0964	.0900	.0629	.0580	.0513	.0635		
100	112	135	90	127	123	104	93	91	196	164	163	244	258	241	222	155	138	143					
RHODE ISLAND																							
PROVIDENCE-PAWTUCKET	Bristol, Kent, Providence, R.I.	%U.S. Index	.4264	.4535	.4428	.3789	.4758	.4700	.4161	.3709	.4234	.4362	.4257	.4226	.4448	.5817	.3785	.4180	.3646	.3188	.5263		
		100	106	104	89	112	110	98	87	99	102	100	99	104	136	88	98	86	75	123			
		%U.S. Index	.1496	.1596	.1716	.1733	.1897	.1589	.1375	.1360	.1326	.2064	.1539	.1973	.2943	.3333	.1818	.1836	.1305	.1477	.2039		
100	107	115	116	127	106	92	91	89	138	103	132	197	223	122	123	87	99	136					
Pawtucket	Providence, R. I.	%U.S. Index	.0495	.0521	.0538	.0372	.0542	.0615	.0529	.0384	.0372	.0594	.0528	.0539	.0437	.1185	.0556	.0692	.0408	.0302	.0967		
		100	105	109	75	109	124	107	78	75	120	106	109	88	239	112	140	82	61	195			
		%U.S. Index	.0308	.0307	.0310	.0264	.0349	.0343	.0293	.0228	.0220	.0317	.0374	.0281	.0197	.0631	.0295	.0304	.0237	.0282	.0310		
100	100	101	86	113	111	95	74	71	103	121	91	64	205	96	99	77	92	101					
VERMONT																							
BURLINGTON	Chittenden, Vt.	%U.S. Index	.0412	.0345	.0379	.0546	.0476	.0336	.0268	.0252	.0239	.0411	.0403	.0265	.0464	.0438	.0563	.0392	.0321	.0289	.0279		
		100	84	92	133	116	82	65	61	59	100	98	69	113	106	137	95	78	70	68			
		%U.S. Index	.0216	.0206	.0241	.0327	.0268	.0196	.0168	.0161	.0154	.0317	.0265	.0216	.0433	.0410	.0507	.0347	.0174	.0192	.0237		
100	93	112	151	124	91	78	75	71	147	123	100	200	190	235	161	81	89	110					

\$200 BILLION ON ITS ACCURACY

You can put this down as a fact. More than \$200 Billion of sales quotas* and advertising appropriations are based annually on the ACCURACY and EXPERIENCED know-how of SALES MANAGEMENT's *Survey of Buying Power*.

SALES MANAGEMENT alone can make that statement.

Sales quotas . . . which inspire, create and determine advertising appropriations . . . are the responsibility of the Sales Executive. That's why . . . 28 years ago . . . the *Survey of Buying Power* was established as a regular issue of SALES MANAGEMENT, the sales executives' magazine . . .

The fabulous acceptance of the *Survey* today . . . by companies, advertising agencies and organizations that influence these multi-billion dollar sales projects *through the use of Survey figures* . . . is nothing else but the ever-widening and ever-deepening recognition . . . year after year . . . that final sales results bear out the *Survey's* ACCURACY.

*A conservative estimate based on continuous sampling and analysis of Sales Management's Circulation by Market Statistics, Inc.

SALES MANAGEMENT

The Magazine of Marketing

386 Fourth Avenue, New York 16, N. Y.

Now 513,275

POPULATION in ABC PROVIDENCE



The ABC Providence area is now rated in the over-500,000 group, with a population of 513,275—an increase of over 50,000 since the 1950 census.

This compact, isolated city-state region is one of America's best test markets, and it's dominated by The Providence Journal-Bulletin, the strongest selling force in New England's second largest market.

Get your share of the \$1,411,155,000 effective buying income of the 833,000 people in the closely-knit, firmly-established market by using their favorite newspaper—The Providence Journal-Bulletin.

Journal-Bulletin Circulation
over **200,000** daily

More than 100% coverage of ABC Providence and over 80% in the city-state area. Providence Sunday Journal circulation, over 185,000.

Statistics from ABC and Survey of Buying Power, 1956

Providence Journal-Bulletin

Represented Nationally by Ward-Griffith Co., Inc. with offices in New York, Boston, Detroit, Chicago, Philadelphia, San Francisco, Atlanta, Charlotte and Portland, Ore.



IN CHICAGO IT TAKES 2

No single daily newspaper reaches even half of your Chicago-area prospects. It takes 2. For greatest unduplicated coverage, one must be The Chicago Sun-Times.

This is the finding of the fourth independent biennial study of Chicago daily newspaper coverage and duplication by Publication Research Service.

Some highlights of this important research project are shown below. For details, see the study. Copies available on request.

If You're Advertising To The Mass Market

Three out of every four adults in Chicago and suburbs are members of the skilled or unskilled labor groups. No single Chicago daily newspaper covers even half of these prospects. But The Chicago Sun-Times, combined with one other daily newspaper, gives you 66% coverage of these earners of wages and salaries—8% MORE coverage than any other 2-paper combination!

If You're Advertising To Young Men

Men up to 45 are heads of families in the age group buying MOST big-ticket hard goods—from 62% of all TV sets up to 72% of all washers. No Chicago daily reaches a majority of men up to 45 . . . but The Sun-Times, plus one other paper, covers 68%—8% MORE than any other 2-paper combination.

If You're Advertising to Families with Children

No single daily paper reaches even half of Chicago's booming children's market. But with The Chicago Sun-Times and one other newspaper, you reach readers, in households with 67% of all children up to 15 years of age in Chicago and suburbs. This is over 12% MORE coverage than any other 2-paper combination delivers.

—and if you're advertising to young women, here's your best bet!

Here again, no single Chicago daily newspaper covers a majority of the market. But in every important major classification, The Sun-Times covers MORE of the young women's market than any other daily newspaper—should be the No. 1 paper on your list. Look:

**The Chicago Sun-Times
Is Read By
MORE WOMEN
Under 35
Than Any Other
Chicago Daily Paper**

All women 15-35 in city
& suburban sample=100%

Sun-Times	43%
Tribune	36%
American	26%
Daily News	26%

**The Chicago Sun-Times
Is Read By
MORE WOMEN
Under 35
Who Earn Wages Or Salaries
Than Any Other
Chicago Daily Paper**

All women earners up to 35
in city & suburban sample=100%

Sun-Times	48%
Tribune	36%
Daily News	30%
American	27%

**The Chicago Sun-Times
Is Read By
MORE WOMEN
Under 35
In The Housewife Category
Than Any Other
Chicago Daily Paper**

All housewives up to age 35 in
city & suburban sample=100%

Sun-Times	43%
Tribune	34%
American	24%
Daily News	24%

Growing
with Chicago . . .
the new Sun-Times
building now under
construction



CHICAGO

SUN-TIMES

THE NEWSPAPER OF THE NEW CHICAGO

Represented by: Sawyer-Ferguson-Walker Co., Los Angeles, San Francisco,
Philadelphia, Detroit, Atlanta; Hal Winter Co., Miami Beach

Mid-West



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The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

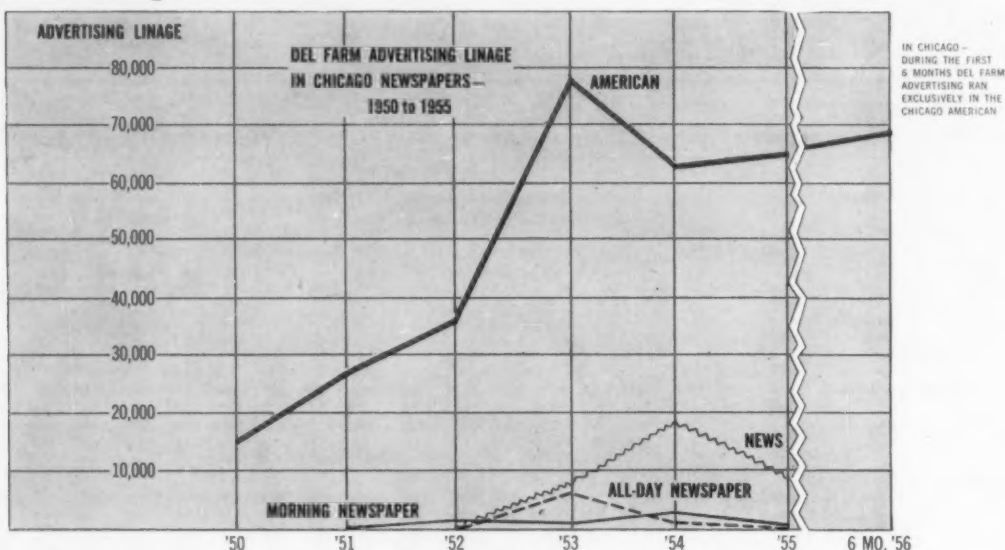
METROPOLITAN AREA		ESTIMATES, 1955																				
Area and City	County and State	% and Index	Pop. 1/1/56	Net Est. Buying Income	Buying Power Index	CONSUMER SPENDING UNITS						Total Income of Units Over \$10,000	RETAIL SALES									
						0 to \$2,499	\$2,500 to \$3,999	\$4,000 to \$5,999	\$6,000 to \$9,999	Over \$10,000	Total		Food	Eat-ing Drink	Gen. Mdse.	Ap- parel	Furn- iture	Auto- motive	Gas. Serv. Stas.	Lum.- Bldg.- Hdw.	Drug	
ILLINOIS																						
BLOOMINGTON	McLean, Ill.	%U.S. Index	100	.0522	.0564	.0549	.0587	.0589	.0533	.0542	.0592	.0590	.0543	.0477	.0465	.0540	.0408	.0541	.0489	.0694	.0757	.0536
Bloomington	McLean, Ill.	%U.S. Index	100	.0242	.0297	.0309	.0290	.0293	.0278	.0282	.0032	.0334	.0373	.0315	.0310	.0463	.0374	.0427	.0389	.0372	.0393	.0471
CHAMPAIGN-URBANA	Champaign, Ill.	%U.S. Index	100	.0742	.0909	.0821	.1452	.0929	.0770	.0648	.0927	.0916	.0725	.0602	.0715	.0648	.0545	.0587	.0738	.0842	.1055	.0779
Champaign	Champaign, Ill.	%U.S. Index	100	.0277	.0359	.0369	.0612	.0350	.0292	.0330	.0386	.0381	.0448	.0306	.0374	.0662	.0470	.0431	.0530	.0396	.0435	.0491
CHICAGO	Cook, Du Page, Kane, Lake, Will, Ill., Lake, Ind.	%U.S. Index	100	3.7096	5.0380	4.5804	2.4560	3.1106	4.7623	6.1890	6.8825	6.9790	4.3985	4.1420	5.5234	6.4785	5.4450	4.0393	3.7349	3.2550	2.8544	4.5930
Chicago	Cook, Ill.	%U.S. Index	100	2.2954	3.1378	2.8942	1.6337	2.1165	3.0126	3.8900	3.9520	4.0964	2.8875	2.4803	3.8138	5.1307	3.8908	2.8159	2.2596	1.6628	1.2163	3.0118
Gary	Lake, Ind.	%U.S. Index	100	.0956	.1222	.1149	.0588	.0899	.1427	.1427	.1198	.1204	.1157	.1217	.1240	.1529	.1358	.1315	.0960	.1104	.0845	.1218
Hammond	Lake, Ind.	%U.S. Index	100	.0621	.0825	.0786	.0278	.0412	.0991	.0610	.0880	.0900	.0830	.0751	.0729	.1146	.1000	.0942	.0915	.0731	.0739	.0664
Evanston	Cook, Ill.	%U.S. Index	100	.0453	.0921	.0788	.0511	.0384	.0468	.0887	.1923	.2146	.0791	.0574	.0494	.1235	.2026	.1116	.0803	.0339	.0330	.0729
Oak Park	Cook, Ill.	%U.S. Index	100	.0389	.0772	.0680	.0221	.0238	.0445	.0870	.1556	.1757	.0720	.0472	.0224	.0797	.1970	.0333	.1356	.0327	.0244	.0761
Joliet	Will, Ill.	%U.S. Index	100	.0357	.0438	.0501	.0229	.0285	.0510	.0544	.0448	.0453	.0701	.0789	.0654	.0893	.0735	.0701	.0610	.0692	.0555	.0839
Aurora	Kane, Ill.	%U.S. Index	100	.0324	.0412	.0433	.0214	.0262	.0437	.0508	.0482	.0495	.0539	.0560	.0412	.0480	.0548	.0527	.0590	.0483	.0328	.0735
Waukegan	Lake, Ill.	%U.S. Index	100	.0285	.0388	.0403	.0183	.0260	.0393	.0469	.0471	.0488	.0511	.0480	.0489	.0727	.0926	.0701	.0442	.0427	.0259	.0579
Cicero	Cook, Ill.	%U.S. Index	100	.0411	.0536	.0484	.0167	.0236	.0581	.0619	.0619	.0642	.0447	.0528	.0686	.0105	.0402	.0308	.0527	.0325	.0427	.0420
Berwyn	Cook, Ill.	%U.S. Index	100	.0324	.0483	.0436	.0112	.0166	.0418	.0744	.0716	.0771	.0431	.0523	.0311	.0243	.0484	.0452	.0454	.0304	.1047	.0450
Elgin	Kane, Ill.	%U.S. Index	100	.0283	.0320	.0343	.0167	.0217	.0340	.0399	.0382	.0369	.0420	.0360	.0303	.0749	.0312	.0367	.0457	.0298	.0340	.0465
East Chicago	Lake, Ind.	%U.S. Index	100	.0343	.0443	.0402	.0203	.0342	.0536	.0622	.0400	.0399	.0374	.0435	.0577	.0106	.0455	.0276	.0412	.0368	.0292	.0364
Chicago Hts.	Cook, Ill.	%U.S. Index	100	.0166	.0190	.0210	.0094	.0137	.0206	.0225	.0213	.0217	.0271	.0210	.0180	.0271	.0290	.0374	.0395	.0330	.0194	.0170
DANVILLE	Vermilion, Ill.	%U.S. Index	100	.0547	.0554	.0549	.0411	.0647	.0628	.0492	.0479	.0471	.0690	.0906	.0571	.0718	.0512	.0851	.0620	.0631	.0794	.0685
Danville	Vermilion, Ill.	%U.S. Index	100	.0238	.0260	.0326	.0216	.0276	.0296	.0244	.0226	.0222	.0493	.0684	.0328	.0857	.0464	.0538	.0458	.0306	.0268	.0254

OVERNIGHT RESULTS



FOR **Del Farm Foods** INC.

**BUILT THIS 6½-YEAR
SUCCESS STORY**



National Advertisers:

GET THE SAME OVERNIGHT RESULTS FOR YOUR PRODUCTS!

Up-up-up! Fast-growing Del Farm Foods, started in 1950, today draws a big share of Chicago's food shoppers into its nine big-volume supermarkets. Since opening day, Del Farm has placed 86% of its advertising in the evening Chicago American—a solidly successful advertising pattern for bringing in tomorrow's business. Not alone Del Farm, but Chicago's retail grocers as a group, predominantly use (3 to 1) evening newspaper adver-

tising for overnight results that pays off in sales tomorrow. What about your product advertising? Why not follow the pattern of these successful chains, the volume retailers of your merchandise! Give them a greater incentive for tie-in advertising! Use the most economical means to get a greater share-of-market sales for products already in distribution; the fastest way to introduce a new product.

LOOK how the Chicago American gives your advertising EXTRA Pay-Off!

★ **Big, Concentrated Evening Circulation—**

More than 500,000 daily among the money-to-spend families in the Chicago trading area.

★ **More Chain Grocery Advertising—**

Double the food chain linage of the morning newspaper—five times that of the all-day newspaper. Shoppers of every chain see your product advertising.

★ **Food News That Readers Like—**

Thousands of letters to popular food editor, Mary Martensen, reveal faith and acceptance of her how-to-cook-it food news.

★ **Your Kind of Marketing Assistance—**

Trained field men work under your direction; make personal calls on key and volume buyers, chains, jobbers, big independents to stimulate buyer interest and create market timing for your advertising program.

★ **Largest Evening Home-Delivered Circulation—**

44.4% home-delivered in Chicago and suburbs. Your advertising meets up with the family buying team.

CHICAGO AMERICAN

Represented Nationally by HEARST ADVERTISING SERVICE INC.

Offices in 15 Principal Cities



Oh, how he wishes he was in Peoria!

Spacebuyer's sorrow stems from overlooking *Peoria Journal Star's* 99.7% circulation ratio to homes in Metropolitan Peoria where income is \$500,257,000*! He also missed *Peoria Journal Star's* on-the-spot merchandising help: 1956 route lists for grocery, drug, liquors . . . district checks and product ranking . . . special-problem help whenever requested.

Ward-Griffith Co., Inc., national representatives, will happily tell you more about *Peoria Journal Star's* better-than-100,000 daily circulation and the expanding Peoriarea it covers.

*from Sales Management "1956 Survey of Buying Power"

The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

METROPOLITAN AREA		ESTIMATES, 1955																			
Area and City	County and State	% and Index	Pop. 1/1/56	Net Eff. Buying Income	CONSUMER SPENDING UNITS						Total Income of Units Over \$10,000	RETAIL SALES									
					Buying Power Index	0 to \$2,499	\$2,500 to \$3,999	\$4,000 to \$5,999	\$7,000 to \$9,999	Over \$10,000		Total	Food	Eat-Ing Drink	Gen. Mdse.	Apparel	Furn.-House Radio	Auto-motive	Gas. Serv. Stas.	Lum.-Bldg.-Hdwe.	Drugs
ILLINOIS																					
DECATUR	Macon, Ill.	%U.S.	.0670	.0730	.0741	.0538	.0670	.0618	.0771	.0690	.0684	.0806	.0743	.0699	.0924	.0692	.0796	.0934	.0844	.0673	.0550
		Index	100	109	111	80	100	122	115	103	102	120	111	134	138	103	119	139	126	100	82
Decatur	Macon, Ill.	%U.S.	.0430	.0501	.0556	.0368	.0442	.0561	.0525	.0488	.0486	.0733	.0638	.0796	.0901	.0693	.0748	.0903	.0651	.0425	.0541
		Index	100	117	129	86	103	130	122	113	113	170	160	185	210	161	174	210	151	99	126
DAVENPORT-ROCK ISLAND-MOLINE	Rock Island, Ill.	%U.S.	.1531	.1747	.1690	.1062	.1353	.2145	.1952	.1805	.1595	.1701	.1608	.2153	.1822	.1432	.1552	.1694	.1737	.1635	.1809
	Scott, Iowa	Index	100	114	110	69	88	140	127	105	104	111	105	141	119	94	101	111	113	107	118
Davenport	Scott, Iowa	%U.S.	.0495	.0596	.0599	.0407	.0485	.0685	.0654	.0589	.0589	.0674	.0556	.0654	.0976	.0758	.0818	.0668	.0622	.0464	.0785
		Index	100	120	121	82	98	138	132	119	119	136	112	132	197	153	165	135	126	94	159
Moline	Rock Island, Ill.	%U.S.	.0253	.0327	.0325	.0166	.0221	.0390	.0380	.0336	.0339	.0389	.0377	.0432	.0421	.0286	.0326	.0460	.0377	.0149	.0394
		Index	100	129	128	66	87	154	150	133	134	146	149	171	166	113	129	182	149	59	156
Rock Island	Rock Island, Ill.	%U.S.	.0315	.0372	.0352	.0240	.0287	.0488	.0402	.0303	.0298	.0342	.0354	.0497	.0309	.0312	.0285	.0377	.0326	.0179	.0427
		Index	100	118	112	76	91	155	128	96	95	109	112	158	96	99	90	120	103	57	138
GALESBURG	Knox, Ill.	%U.S.	.0336	.0351	.0363	.0325	.0360	.0399	.0329	.0302	.0296	.0401	.0357	.0395	.0330	.0352	.0485	.0438	.0419	.0468	.0411
		Index	100	104	108	87	107	119	98	90	88	119	106	118	98	105	144	130	125	139	122
Galesburg	Knox, Ill.	%U.S.	.0201	.0222	.0243	.0206	.0218	.0261	.0217	.0179	.0174	.0306	.0266	.0265	.0317	.0334	.0445	.0362	.0277	.0209	.0384
		Index	100	110	121	103	108	130	108	89	87	152	132	132	158	166	221	180	138	104	191
KANKAKEE	Kankakee, Ill.	%U.S.	.0491	.0439	.0480	.0322	.0397	.0480	.0466	.0432	.0431	.0540	.0549	.0601	.0468	.0376	.0619	.0509	.0601	.0848	.0406
		Index	100	89	96	66	81	98	95	88	88	110	112	122	95	77	126	103	122	172	83
Kankakee	Kankakee, Ill.	%U.S.	.0172	.0194	.0243	.0130	.0161	.0216	.0206	.0200	.0201	.0373	.0387	.0314	.0418	.0355	.0339	.0389	.0341	.0378	.0306
		Index	100	113	141	78	94	126	121	116	117	217	225	183	243	206	313	226	198	219	179
PEORIA	Peoria, Tazewell, Ill.	%U.S.	.1659	.1884	.1815	.1186	.1554	.2177	.2030	.1854	.1858	.1805	.1718	.1958	.2118	.1485	.1763	.1940	.1773	.1749	.1706
		Index	100	114	109	71	94	131	122	112	112	109	104	118	128	90	106	117	107	105	103
Peoria	Peoria, Ill.	%U.S.	.0692	.0878	.0916	.0649	.0775	.0935	.0908	.0923	.0928	.1127	.0926	.1066	.1785	.1191	.1352	.1229	.0992	.0574	.1312
		Index	100	127	132	94	112	135	131	133	134	163	134	154	258	172	185	178	143	83	190

FORT WAYNE, INDIANA

... needed to complete the picture!

You need the 487,600 people in the Golden Zone Market and their combined buying income of \$817,376,000 to complete your coverage of Indiana. The only quick, effective way to tell them your sales story is in the well-read pages of The News-Sentinel and The Journal-Gazette.

FORT WAYNE E.B.I. SALES PER FAMILY FAR ABOVE U.S. AVERAGE

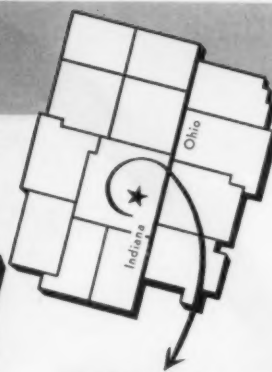
E.B.I. per Family \$6629
21% above U.S. Average

E.B.I. per Capita \$2092
31% above U.S. Average

Retail Sales Per Family \$5348
40% above U.S. Average

1955 STORE SALES

Automotive	\$56,899,000
Gen'l Merchandise	\$49,815,000
Food	\$37,897,000
Eating & Drinking Places	\$18,774,000
Apparel Stores	\$17,569,000
Gas Stations	\$13,236,000
Drug	\$ 7,331,000



FORT WAYNE

- ★ Population 169,050
- ★ Center of state's richest farm area.
- ★ One of nation's favorite test markets

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Complete, authentic, designed for sales and ad managers. Write for free copy today.

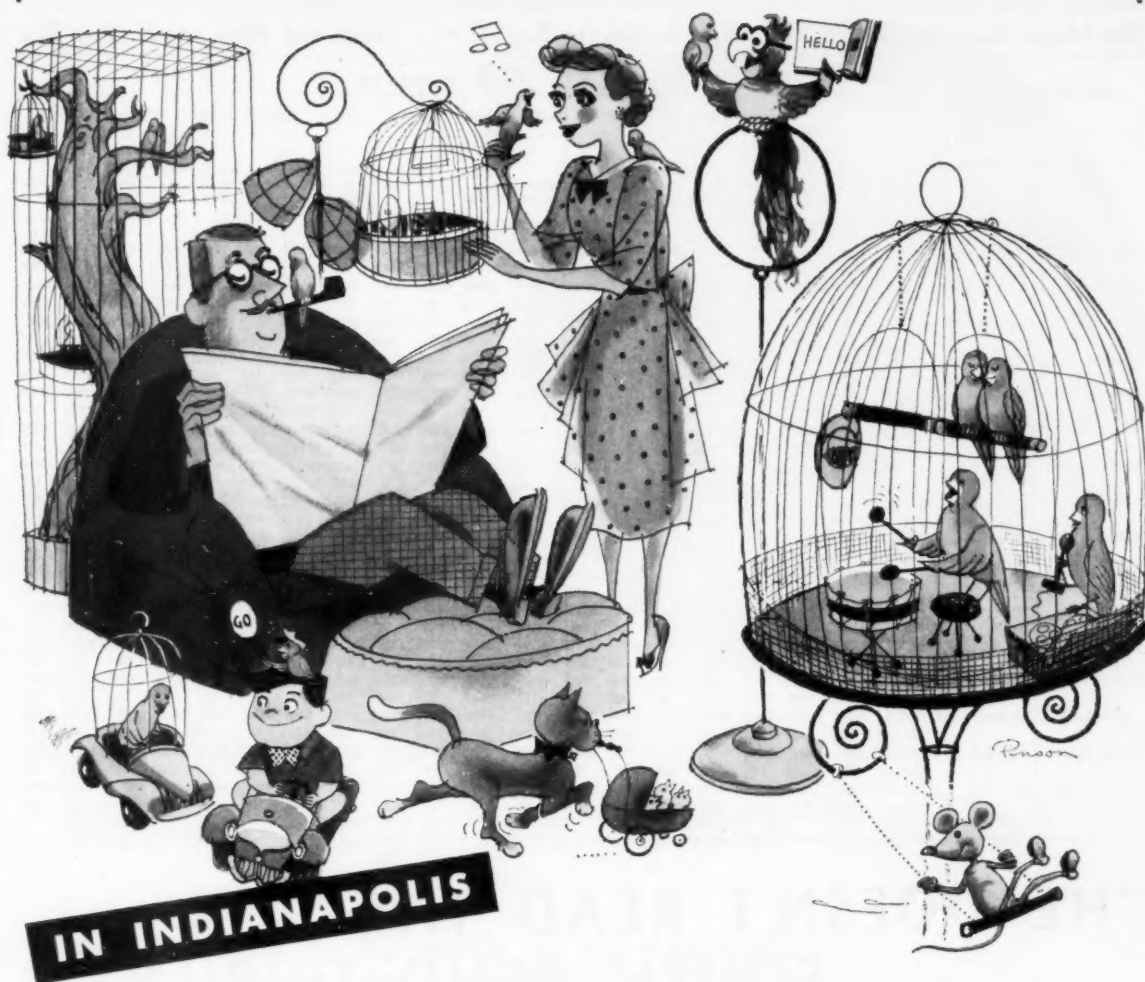
FORT WAYNE NEWSPAPERS, INC., Agent

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Represented by Allen-Klapp Co.—New York-Chicago-Detroit-San Francisco

The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

METROPOLITAN AREA		ESTIMATES, 1955																				
Area and City	County and State	Pop. Index 1/1/58	Net E.R. Buying Income	Buying Power Index	CONSUMER SPENDING UNITS							Total Income of Units Over \$10,000	RETAIL SALES									
					\$2,499 to \$3,999	\$4,000 to \$5,999	\$6,000 to \$7,999	\$8,000 to \$9,999	\$10,000 to \$11,999	\$12,000 to \$13,999	\$14,000 to \$15,999		Total	Food	Eat-ing Drink	Gen. Mdse.	Apparel	Furn.-House Radio	Auto-motive	Gas. Serv. Stas.	Lum.-Bldg.-Hdwe.	Drugs
ILLINOIS																						
QUINCY	Adams, Ill.	%U.S. .0410	.0373	.0390	.0483	.0475	.0370	.0296	.0315	.0306	.0404	.0393	.0507	.0451	.0336	.0529	.0327	.0287	.0544	.0465		
		Index 100	91	95	118	116	90	72	77	75	99	86	124	110	82	129	80	70	133	113		
Quincy	Adams, Ill.	%U.S. .0283	.0285	.0305	.0353	.0357	.0287	.0227	.0243	.0236	.0353	.0331	.0436	.0444	.0334	.0515	.0284	.0202	.0436	.0450		
		Index 100	101	108	125	126	101	80	86	83	125	117	154	157	118	182	100	71	154	159		
ROCKFORD	Rockford, Ill.	%U.S. .1031	.1214	.1189	.0654	.0674	.1447	.1456	.1175	.1177	.1254	.1102	.1525	.1191	.1202	.1726	.1256	.1177	.1716	.1241		
		Index 100	118	115	63	85	140	141	114	114	122	107	148	116	117	167	122	114	166	120		
Rockford	Rockford, Ill.	%U.S. .0686	.0695	.0910	.0475	.0617	.1035	.1101	.0910	.0915	.0183	.0936	.1163	.1102	.1189	.1619	.1193	.0897	.1258	.1171		
		Index 100	130	133	69	90	151	160	133	133	158	136	170	161	173	236	174	131	183	171		
SPRINGFIELD	Sangamon, Ill.	%U.S. .0842	.0922	.0943	.0752	.0933	.0973	.0933	.0891	.0884	.1045	.0882	.1343	.1157	.1018	.1264	.0938	.1161	.1295	.1236		
		Index 100	110	112	89	111	116	111	106	105	124	105	160	137	121	150	111	138	154	147		
Springfield	Sangamon, Ill.	%U.S. .0522	.0622	.0669	.0503	.0610	.0652	.0648	.0608	.0606	.0912	.0763	.1087	.1103	.1012	.1241	.0864	.0903	.0883	.1158		
		Index 100	119	132	96	117	125	124	116	116	175	147	208	211	194	238	166	173	169	222		
INDIANA																						
ANDERSON	Madison, Ind.	%U.S. .0695	.0746	.0727	.0514	.0647	.0962	.0838	.0314	.0496	.0716	.0715	.0594	.0520	.0755	.0774	.0616	.0758	.0811	.0836		
		Index 100	107	105	74	93	138	121	74	71	103	103	85	75	109	111	117	109	117	123		
Anderson	Madison, Ind.	%U.S. .0314	.0375	.0397	.0259	.0314	.0482	.0444	.0253	.0245	.0490	.0491	.0387	.0394	.0625	.0569	.0621	.0377	.0424	.0646		
		Index 100	119	126	82	100	154	141	81	78	156	156	123	125	199	181	198	120	135	206		
ELKHART	Elkhart, Ind.	%U.S. .0565	.0658	.0644	.0444	.0338	.0750	.0716	.0622	.0620	.0672	.0613	.0480	.0467	.0519	.0635	.0807	.0867	.0953	.0487		
		Index 100	116	114	79	85	133	127	110	110	119	108	85	83	92	116	143	118	169	86		
Elkhart	Elkhart, Ind.	%U.S. .0238	.0316	.0315	.0190	.0218	.0357	.0371	.0322	.0323	.0366	.0360	.0309	.0324	.0337	.0282	.0459	.0351	.0484	.0285		
		Index 100	133	132	80	92	150	156	133	136	154	151	130	136	142	118	193	147	203	120		
EVANSVILLE	Vanderburgh, Ind.	%U.S. .1288	.1318	.1297	.1186	.1395	.1461	.1205	.1136	.1116	.1286	.1286	.1374	.1335	.1674	.1580	.1097	.1452	.1070	.1473		
		Index 100	102	101	92	108	113	94	88	87	98	98	107	104	145	123	85	113	83	114		
Evansville	Vanderburgh, Ind.	%U.S. .0830	.0839	.0954	.0773	.0937	.1047	.0884	.0839	.0829	.1061	.1066	.1128	.1240	.1745	.1409	.0910	.1216	.0532	.1365		
		Index 100	113	115	93	113	126	107	101	100	128	128	136	149	210	170	110	147	64	164		
FORT WAYNE	Allen, Ind.	%U.S. .1242	.1517	.1457	.0889	.1159	.1764	.1767	.1435	.1457	.1500	.1068	.1554	.2212	.1512	.1564	.1703	.1500	.1206	.1463		
		Index 100	122	117	72	93	142	137	117	117	121	86	125	178	122	128	137	121	97	118		
Fort Wayne	Allen, Ind.	%U.S. .0673	.1141	.1140	.0670	.0852	.1296	.1392	.1133	.1140	.1317	.0912	.1380	.2072	.1492	.1419	.1561	.1133	.0830	.1320		
		Index 100	131	131	77	98	148	140	130	131	151	104	158	237	171	163	181	130	95	151		



they Buy More because they Have More!

● One sure way to feather your nest is to put your eggs in the big, wealthy Indianapolis "basket"! Here life is one sweet sales song after the other . . . in a market that ranks 7th in retail sales per capita, and 10th in average annual income per family among cities of 600,000 and over! Whatever you're selling, you'll find Indianapolis a "must," with average income per family a healthy \$6,669 . . . 39.3% above the national average.*

But that's not all . . . look at these other important Indianapolis advantages:

► It's Big.

► It's STEADY . . . unsurpassed for diversification and balance of industry and agriculture.

► You get SATURATION COVERAGE of the metropolitan area, plus an effective bonus coverage of the 44 surrounding counties in The Indianapolis Star and The Indianapolis News. Write for complete market and circulation data.

KELLY-SMITH COMPANY • NATIONAL REPRESENTATIVES

*Sales Management, Survey of Buying Power, May 10, 1956

THE INDIANAPOLIS STAR
YOUR FIRST TEAM FOR SALES IN INDIANA
THE INDIANAPOLIS NEWS



The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

METROPOLITAN AREA			ESTIMATES, 1955																			
Area and City	County and State	% and Index	Pop. 1/1/56	Net Eff. Buying Income	Buying Power Index	CONSUMER SPENDING UNITS						Total Income of Units Over \$10,000	RETAIL SALES									
						0 to \$2,499	\$2,500 to \$3,999	\$4,000 to \$5,999	\$6,000 to \$9,999	Over \$10,000	Total		Food	Eating Drink	Gen. Mdse.	Apparel	Furn.-House Radio	Auto-motive	Gas. Serv. Stas.	Lum.-Bldg.-Hdw.	Drugs	
INDIANA																						
INDIANAPOLIS	Marion, Ind.	%U.S.	.3897	.4966	.4619	.2886	.3840	.5053	.5628	.5241	.5317	.4822	.3901	.5064	.7290	.3259	.4898	.5427	.4586	.3547	.7251	
		Index	100	132	125	78	104	137	152	142	144	130	106	137	197	88	132	147	124	96	196	
		Indianapolis	%U.S.	.2690	.3621	.3898	.2253	.2962	.3744	.4134	.3860	.3899	.4499	.3486	.4526	.7207	.3127	.4681	.5297	.3662	.2954	.6664
KOKOMO	Howard, Ind.	%U.S.	.0384	.0383	.0383	.0273	.0414	.0467	.0376	.0314	.0308	.0379	.0369	.0310	.0374	.0336	.0400	.0414	.0290	.0520	.0344	
		Index	100	108	106	75	114	128	103	86	85	104	101	85	103	92	110	114	80	143	95	
		Kokomo	%U.S.	.0259	.0287	.0297	.0194	.0297	.0346	.0276	.0224	.0218	.0340	.0319	.0284	.0365	.0330	.0384	.0381	.0232	.0361	.0327
LAFAYETTE	Tippecanoe, Ind.	%U.S.	.0503	.0577	.0538	.0665	.0623	.0551	.0506	.0499	.0484	.0498	.0433	.0582	.0559	.0600	.0484	.0458	.0499	.0514	.0758	
		Index	100	115	107	122	124	110	101	199	96	99	86	116	111	119	96	91	99	102	151	
		Lafayette	%U.S.	.0243	.0263	.0291	.0275	.0265	.0295	.0244	.0213	.0208	.0370	.0342	.0456	.0385	.0559	.0435	.0323	.0305	.0326	.0659
MARION	Grant, Ind.	%U.S.	.0406	.0376	.0383	.0425	.0494	.0421	.0301	.0242	.0228	.0380	.0378	.0368	.0318	.0377	.0376	.0405	.0452	.0563	.0415	
		Index	100	93	94	106	122	104	74	60	56	94	93	88	78	93	93	100	111	139	102	
		Marion	%U.S.	.0206	.0211	.0236	.0225	.0272	.0234	.0171	.0148	.0142	.0297	.0296	.0271	.0300	.0357	.0293	.0333	.0317	.0324	.0332
MUNCIE	Delaware, Ind.	%U.S.	.0634	.0688	.0659	.0592	.0655	.0633	.0703	.0496	.0480	.0628	.0624	.0614	.0511	.0587	.0611	.0677	.0602	.0750	.0641	
		Index	100	109	104	93	103	132	111	78	76	99	96	97	81	93	128	107	95	118	101	
		Muncie	%U.S.	.0382	.0448	.0462	.0400	.0428	.0635	.0454	.0334	.0324	.0539	.0571	.0513	.0496	.0571	.0712	.0577	.0517	.0430	.0583
RICHMOND	Wayne, Ind.	%U.S.	.0459	.0475	.0475	.0405	.0501	.0505	.0435	.0374	.0364	.0488	.0448	.0419	.0373	.0444	.0632	.0548	.0514	.0624	.0641	
		Index	100	103	103	88	109	121	95	81	79	106	98	91	81	97	138	119	112	136	118	
		Richmond	%U.S.	.0257	.0290	.0313	.0226	.0297	.0339	.0273	.0239	.0234	.0389	.0349	.0326	.0334	.0411	.0606	.0403	.0365	.0488	.0456
SOUTH BEND	St. Joseph, Ind.	%U.S.	.1437	.1931	.1693	.1126	.1008	.2128	.2516	.2108	.2147	.1466	.1350	.1461	.1856	.1625	.1745	.1561	.1494	.1447	.1502	
		Index	100	134	118	78	70	148	175	147	149	102	94	102	115	113	121	109	104	101	105	
		South Bend	%U.S.	.0602	.1146	.1061	.0659	.0546	.1221	.1506	.1362	.1406	.1091	.0978	.1043	.1551	.1480	.1438	.1033	.0977	.0786	.1178
TERRE HAUTE	Vigo, Ind.	%U.S.	.0643	.0691	.0675	.0777	.0761	.0747	.0618	.0547	.0630	.0670	.0563	.0619	.1152	.0489	.0691	.0736	.0626	.0502	.0762	
		Index	100	107	105	121	118	116	96	85	82	104	91	96	179	73	92	114	87	78	117	
		Terre Haute	%U.S.	.0394	.0459	.0494	.0514	.0506	.0499	.0419	.0363	.0353	.0618	.0523	.0502	.1126	.0485	.0574	.0711	.0477	.0437	.0715
		Index	100	116	125	130	128	127	104	92	90	157	133	127	286	118	146	180	121	111	161	

"HE DOESN'T READ THE SOUTH BEND TRIBUNE!"



It's possible. Maybe there is someone in South Bend, Indiana who doesn't read the Tribune. But chances are he looks at the pictures. For here's a newspaper that gives saturation-plus in its City Corporate Area (110.7% Coverage)—and virtually blankets its Metropolitan Area (93.6% Coverage). Over 100,000 circulation in Indiana's 2nd richest market is yours for only \$.30 a line. An advertising value you'll find hard to beat, anywhere! Send for free market data book.

The
South Bend
Tribune



The South Bend, Ind. Market:
7 Counties, 1/2 Million People

Franklin D. Schurz — Editor and Publisher
STORY, BROOKS & FINLEY, INC. • NATIONAL REPRESENTATIVES

A HALF DOLLAR

will go
a long way
these days on **WHO Radio!**



Take 9 a.m. to 12 noon as an example . . .

FAR be it from us to suggest that radio is the only worthwhile advertising medium — but we do say it can get more mileage out of a dollar than most people realize. Especially on *WHO Radio!*

LET'S LOOK AT THE RECORD . . .

On *WHO Radio*, a 1-minute spot between 9 a.m. and 12 noon delivers a minimum of 47,086 actual listening homes, in Iowa alone!

That's at least 496 homes for half a dollar, or 1000 homes for \$1.01—**ALL LISTENING TO WHO!**

That's the half-dollar *minimum*. With its 50,000-watt, Clear-Channel voice, *WHO* also gets thousands of unmeasured listeners, both in and outside Iowa. Iowa alone has 527,000 extra home sets and 573,000 car radios — and "Iowa Plus" coverage represents a *third* big bonus!

Let Peters, Griffin, Woodward give you full details — including availabilities.

(Computations based on projecting Nielsen figures and 1955 Iowa Radio Audience Survey data against our 26-time rate.)

WHO Radio is part of
Central Broadcasting Company,
which also owns and operates
WHO-TV, Des Moines
WOC-TV, Davenport

WHO

for Iowa **PLUS!**

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc.
National Representatives



1950 Population 83,528*

1955 Population 96,531*

**NOW
IN
1956 100,878**

**THAT'S METROPOLITAN WATERLOO[†]
... IOWA'S FASTEST GROWING MARKET**

Look at those Audit Bureau of Circulation figures for population growth of Metropolitan Waterloo.

Then look at Consumer Markets figures. You'll find that Consumer Spendable Income per Household is \$6,648—by far the highest for any of Iowa's largest cities.

Both prove that the 35,360 homes in Waterloo's Metropolitan Area are the No. 1 market in Iowa for your products.

The Daily Courier . . . and only The Courier . . . gives saturation coverage of this rich Iowa market . . . PLUS 14 other Iowa counties with an ADDITIONAL population of more than 217,000.

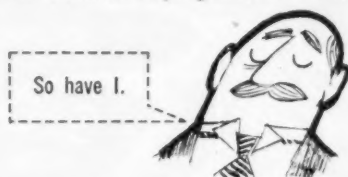
Waterloo Daily Courier
FIRST WITH THE NEWS
WATERLOO, IOWA

Story, Black & Emley, National Advertising Representatives

The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

METROPOLITAN AREA		SM ESTIMATES, 1955																			
Area and City	County and State	C. and Index	Pop. 1/1/55	Net Eff. Buying In- come	Buying Power Index	CONSUMER SPENDING UNITS					Total In- come of Units Over \$10,000	RETAIL SALES									
						0 to \$2,499	\$2,500 to \$3,999	\$4,000 to \$5,999	\$7,000 to \$9,999	Over \$10,000		Total	Food	Eat- ing Drink	Gen. Mdse.	Apparel	Furn.- House Radio	Auto- motive	Gas, Serv. Stas.	Lum.- Bldg.- Hdwe.	Drugs
IOWA																					
CEDAR RAPIDS	Linn, Iowa	%U.S. Index	.0893	.0792	.0794	.0619	.0710	.0915	.0799	.0753	.0747	.0864	.0686	.0717	.0782	.0993	.1338	.0641	.0779	.1163	.0967
Cedar Rapids	Linn, Iowa	%U.S. Index	.0476	.0588	.0604	.0414	.0469	.0685	.0612	.0581	.0579	.0715	.0551	.0556	.0745	.0963	.1246	.0758	.0523	.0763	.0882
			100	124	127	87	103	144	129	122	122	150	116	117	157	202	262	159	110	160	185
DES MOINES	Polk, Iowa	%U.S. Index	.1503	.1830	.1761	.1253	.1591	.1957	.2013	.1923	.1934	.1819	.1539	.1571	.2097	.1726	.1785	.2222	.1973	.1565	.2051
Des Moines	Polk, Iowa	%U.S. Index	.1131	.1443	.1448	.1005	.1251	.1523	.1591	.1539	.1548	.1666	.1388	.1450	.2069	.1711	.1671	.2012	.1737	.1248	.1895
			100	128	128	89	111	135	141	136	137	147	123	128	183	151	148	178	154	110	168
DUBUQUE	Dubuque, Iowa	%U.S. Index	.0458	.0466	.0476	.0466	.0404	.0523	.0482	.0431	.0426	.0504	.0440	.0531	.0624	.0339	.0466	.0419	.0493	.0648	.0563
Dubuque	Dubuque, Iowa	%U.S. Index	.0336	.0372	.0374	.0360	.0311	.0426	.0388	.0341	.0337	.0401	.0374	.0417	.0574	.0323	.0339	.0328	.0433	.0343	.0506
			100	111	111	107	93	127	115	101	100	119	111	124	171	96	101	96	129	102	151
SIOUX CITY	Woodbury, Iowa	%U.S. Index	.0685	.0757	.0755	.0614	.0724	.0814	.0730	.0776	.0777	.0796	.0828	.0744	.1064	.0651	.0565	.0617	.0707	.1055	.0836
Sioux City	Woodbury, Iowa	%U.S. Index	.0574	.0654	.0661	.0516	.0620	.0711	.0641	.0665	.0663	.0729	.0581	.0658	.1060	.0644	.0550	.0680	.0632	.0629	.0738
			100	114	115	90	108	124	112	116	116	127	101	115	185	112	96	150	110	144	129
WATERLOO	Black Hawk, Ia.	%U.S. Index	.0671	.0766	.0544	.0552	.0611	.0656	.0673	.0642	.0631	.0755	.0633	.0597	.0768	.0676	.0911	.0799	.0689	.1015	.0702
Waterloo	Black Hawk, Ia.	%U.S. Index	.0443	.0536	.0529	.0302	.0410	.0683	.0631	.0457	.0452	.0673	.0494	.0444	.0724	.0608	.0739	.0593	.0474	.0561	.0606
			100	121	119	68	93	154	142	103	102	129	112	100	163	137	167	134	107	131	137

Iowans have an effective buying income of more than \$4 1/4 billion annually.



Iowans spend more than \$3 1/4 billion annually on retail sales



More than 2 1/2 million people live in Iowa . . .
and 1,920,000 of them are 15 years of age or over . . . and 1,310,000 adults read
the Des Moines Sunday Register.



More than 1,310,000 adults read the Des Moines Sunday Register
70.6% of Iowa urban dwellers read it . . . 66.4% of Iowa farm folk read it.



Yes, amazingly enough, the Des Moines Sunday Register covers a whole state (Iowa, that is)
better than most metropolitan newspapers cover their city of publication. And Iowans
get their Sunday Register delivered to their homes. Fine state of affairs we say.

DES MOINES REGISTER AND TRIBUNE

Gardner Cowles, President

Circulation: Daily 364,744, Sunday 525,147

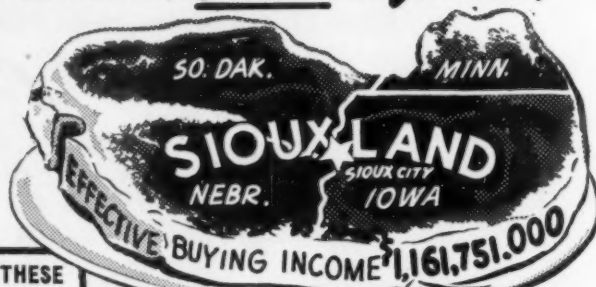
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THE BILLION-DOLLAR
Steak

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JUICY MARKET FACTS



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46 County Market Area
Population—791,000
Effective Buying Income—
\$1,161,751,000
Gross Farm Income—
\$896,657,000

SIoux CITY
ABC City Zone Pop.—100,121
Consumer Spendable Income
per Household, 95th in nation
Retail Sales per Household
19th in nation.

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Standard Rate
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REPRESENTED NATIONALLY BY JANN & KELLEY, INC.

The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

METROPOLITAN AREA		ESTIMATES, 1955																				
Area and City	County and State	% and Index	Pop. 1/1/56	Net Eff. Buying Income	Buying Power Index	CONSUMER SPENDING UNITS					Total Income of Units Over \$10,000	RETAIL SALES										
						0 to \$2,499	\$2,500 to \$3,999	\$4,000 to \$5,999	\$7,000 to \$9,999	Over \$10,000		Total	Food	Eating Drink	Gen. Mdse.	Apparel	Furn.-House Radio	Auto-motive	Gas. Serv. Stas.	Lum.-Bldg.-Hdwe.	Drug	
KANSAS																						
HUTCHINSON	Reno, Kans.	%U.S. Index	.0354 100	.0336 95	.0386 103	.0355 100	.0418 118	.0373 105	.0294 83	.0270 76	.0261 74	.0419 118	.0356 101	.0261 79	.0475 134	.0366 104	.0444 125	.0512 145	.0364 103	.0569 166	.0387 109	
Hutchinson	Reno, Kans.	%U.S. Index	.0222 100	.0232 105	.0269 121	.0230 104	.0271 122	.0258 116	.0202 91	.0201 91	.0197 89	.0362 163	.0306 138	.0253 114	.0461 208	.0365 164	.0392 177	.0442 199	.0277 197	.0437 125	.0345 155	
TOPEKA	Shawnee, Kans.	%U.S. Index	.0768 100	.0803 105	.0813 106	.0699 91	.0682 115	.0906 118	.0794 102	.0690 90	.0676 88	.0861 112	.0796 102	.0576 75	.0844 110	.0865 113	.1303 181	.0814 119	.0948 123	.0697 117	.0963 125	
Topeka	Shawnee, Kans.	%U.S. Index	.0673 100	.0646 113	.0676 118	.0556 97	.0696 121	.0724 126	.0834 111	.0672 100	.0563 96	.0801 140	.0687 120	.0501 87	.0640 147	.0646 148	.1375 240	.0911 159	.0771 135	.0760 133	.0926 162	
WICHITA	Sedgwick, Kans.	%U.S. Index	.1904 100	.2042 107	.2067 109	.1562 82	.2028 107	.2356 124	.1937 102	.1942 101	.1928 116	.2218 98	.1871 86	.1634 116	.2210 118	.2254 129	.2456 137	.2604 137	.2193 115	.2628 138	.2829 149	
Wichita	Sedgwick, Kans.	%U.S. Index	.1388 100	.1566 113	.1668 122	.1190 86	.1543 111	.1804 130	.1502 106	.1495 108	.1484 107	.2090 151	.1779 128	.1502 106	.2196 158	.2250 162	.2419 174	.2494 180	.1955 141	.2191 158	.2734 197	
MICHIGAN																						
ANN ARBOR	Washt'n'w, Mich.	%U.S. Index	.0839 100	.1052 112	.1013 108	.1436 153	.1053 112	.0996 106	.1031 110	.0924 96	.0801 96	.0999 106	.1022 109	.0865 105	.0653 70	.1164 124	.0879 94	.1185 126	.1155 123	.1005 107	.1348 144	
Ann Arbor	Washt'n'w, Mich.	%U.S. Index	.0305 100	.0441 145	.0430 141	.0821 269	.0446 146	.0349 114	.0406 134	.0417 137	.0406 133	.0494 162	.0436 143	.0382 125	.0477 156	.0616 277	.0525 172	.0446 146	.0529 173	.0414 136	.0944 277	
BATTLE CREEK	Calhoun, Mich.	%U.S. Index	.0636 100	.0894 107	.0862 103	.0842 101	.0823 96	.1054 126	.0942 113	.0647 77	.0625 75	.0627 99	.0619 110	.0738 88	.0697 83	.0762 91	.0690 106	.0629 99	.1137 136	.0790 94	.1006 120	
Battle Creek	Calhoun, Mich.	%U.S. Index	.0319 100	.0362 120	.0411 129	.0312 96	.0349 109	.0448 140	.0431 135	.0282 88	.0274 86	.0519 163	.0577 181	.0377 118	.0592 186	.0599 188	.0592 186	.0493 155	.0613 192	.0362 113	.0625 196	



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The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

METROPOLITAN AREA		SM ESTIMATES, 1965																			
Area and City	County and State	% Index	Pop. 1/1/56	Net Br. Buy- ing In- come	CONSUMER SPENDING UNITS						Total In- come of Units Over \$10,000	RETAIL SALES									
					0 to \$2,499	\$2,500 to \$3,999	\$4,000 to \$5,999	\$6,000 to \$9,999	Over \$10,000	Total		Food	Eat- ing Drink	Gen. Mdse.	Apparel	Furn.- House Radio	Auto- motive	Gas. Serv. Stas.	Lum.- Bldg.- Hdwe.	Drug	
MICHIGAN																					
BAY CITY	Bay, Mich.	%U.S. .0594	.0573	.0583	.0397	.0497	.0693	.0580	.0476	.0468	.0592	.0605	.0566	.0537	.0540	.1007	.0605	.0644	.0692	.0704	
	Index	100	96	98	67	84	117	88	80	79	100	102	95	90	91	170	102	108	116	119	
Bay City	Bay, Mich.	%U.S. .0344	.0366	.0395	.0242	.0305	.0433	.0378	.0325	.0323	.0477	.0438	.0417	.0505	.0527	.0825	.0498	.0490	.0487	.0606	
	Index	100	106	115	70	89	126	110	94	94	139	128	121	147	153	240	145	142	142	176	
DETROIT	Macomb, Oakland, Wayne, Mich.	%U.S. 2.1220	2.7011	2.5979	1.1612	1.5454	2.8909	3.4972	3.3384	3.4623	2.6094	2.6139	2.6358	2.8869	2.5727	2.5402	3.0985	2.5014	1.9441	3.4836	
	Index	100	131	122	55	73	136	165	157	163	123	123	124	136	121	120	148	121	92	164	
Detroit	Wayne, Mich.	%U.S. 1.1614	1.5753	1.4834	.7210	.9407	1.6112	1.9540	1.8545	1.8141	1.5449	1.4275	1.6925	1.9458	1.6382	1.602	1.7518	1.3667	.9673	2.2187	
	Index	100	136	128	62	81	139	171	160	165	133	123	146	168	141	134	181	118	63	191	
Dearborn	Wayne, Mich.	%U.S. .0748	.1094	.1028	.0263	.0394	.1063	.1548	.1489	.1553	.1098	.0964	.1272	.1155	.1241	.1795	.1316	.1198	.0565	.1265	
	Index	100	146	137	35	53	142	207	199	212	147	132	170	154	166	240	176	160	76	209	
Pontiac	Oakland, Mich.	%U.S. .0563	.0611	.0670	.0307	.0399	.0718	.0725	.0600	.0604	.0878	.0887	.0873	.1176	.1049	.1004	.0866	.0722	.0609	.0922	
	Index	100	121	133	61	79	142	144	119	120	175	176	174	234	209	200	172	144	121	183	
Royal Oak	Oakland, Mich.	%U.S. .0404	.0547	.0634	.0138	.0193	.0624	.0757	.0765	.0616	.0598	.0628	.0381	.0383	.0641	.0739	.0779	.0792	.0510	.0749	
	Index	100	135	132	34	48	130	187	189	202	148	155	94	95	159	183	193	196	126	185	
Highland Park	Wayne, Mich.	%U.S. .0282	.0450	.0451	.0211	.0303	.0473	.0534	.0611	.0523	.0566	.0114	.0426	.1180	.0570	.0461	.1195	.0234	.0189	.0554	
	Index	100	160	160	75	107	168	189	181	185	201	40	151	418	202	163	424	83	67	156	
Wyandotte	Wayne, Mich.	%U.S. .0240	.0311	.0340	.0093	.0123	.0349	.0404	.0373	.0390	.0456	.0600	.0318	.0567	.0504	.0424	.0560	.0408	.0298	.0681	
	Index	100	130	142	39	51	145	168	155	163	190	208	133	236	210	177	233	170	124	284	
Birmingham	Oakland, Mich.	%U.S. .0142	.0272	.0288	.0061	.0072	.0150	.0268	.0570	.0656	.0412	.0442	.0079	.0119	.0895	.0344	.0805	.0262	.0194	.0752	
	Index	100	192	203	43	51	106	189	401	462	290	311	56	84	489	242	567	185	137	530	
Ferndale	Oakland, Mich.	%U.S. .0200	.0259	.0287	.0064	.0096	.0261	.0390	.0302	.0315	.0392	.0293	.0170	.0517	.0321	.0625	.0620	.0317	.0239	.0351	
	Index	100	130	144	32	49	141	195	151	159	196	147	85	259	161	263	310	159	120	176	
Hamtramck	Wayne, Mich.	%U.S. .0260	.0320	.0325	.0143	.0192	.0376	.0427	.0303	.0305	.0375	.0339	.0414	.0322	.0161	.0560	.0556	.0218	.0109	.0493	
	Index	100	123	125	55	74	145	164	117	117	144	130	159	124	235	215	214	84	42	190	
Mount Clemens	Macomb, Mich.	%U.S. .0124	.0138	.0192	.0091	.0106	.0168	.0152	.0117	.0116	.0327	.0347	.0250	.0272	.0268	.0216	.0473	.0346	.0324	.0366	
	Index	100	111	155	73	85	135	123	94	94	264	280	202	219	216	174	381	279	261	295	
Lincoln Park	Wayne, Mich.	%U.S. .0289	.0364	.0322	.0091	.0147	.0409	.0491	.0394	.0407	.0291	.0406	.0199	.0584	.0226	.0345	.0451	.0358	.0175	.0247	
	Index	100	122	111	31	51	142	170	136	141	101	140	69	29	78	119	156	124	61	85	
FLINT	Genesee, Mich.	%U.S. .1990	.2456	.2439	.0876	.1233	.2943	.3146	.2525	.2582	.2712	.2588	.2211	.2004	.2731	.3852	.3561	.3055	.3179	.3368	
	Index	100	123	123	49	62	148	157	127	129	136	130	111	101	137	184	179	154	160	169	
Flint	Genesee, Mich.	%U.S. .1146	.1541	.1641	.0605	.0763	.1769	.1988	.1685	.1725	.2139	.1908	.1846	.1851	.2470	.3330	.2806	.1896	.2143	.2905	
	Index	100	134	143	63	87	154	173	147	151	187	166	161	162	216	291	245	165	187	245	
GRAND RAPIDS	Kent, Mich.	%U.S. .1950	.2220	.2198	.1465	.1663	.2487	.2455	.2184	.2186	.2326	.2280	.1730	.2768	.2134	.2271	.2357	.2512	.2509	.3578	
	Index	100	114	113	75	85	128	126	112	112	119	117	89	142	109	116	121	129	133	183	
Grand Rapids	Kent, Mich.	%U.S. .1138	.1362	.1469	.0844	.1043	.1630	.1627	.1295	.1290	.1869	.1723	.1407	.2846	.1997	.1967	.1829	.1776	.1677	.2955	
	Index	100	120	129	63	92	134	134	114	113	164	151	124	233	175	173	161	156	147	260	
JACKSON	Jackson, Mich.	%U.S. .0727	.0751	.0761	.0581	.0645	.0885	.0819	.0630	.0619	.0799	.0779	.0790	.0691	.0837	.0785	.0875	.0808	.0876	.0948	
	Index	100	103	105	80	89	119	113	87	85	110	107	109	95	115	108	120	125	120	130	
Jackson	Jackson, Mich.	%U.S. .0324	.0399	.0448	.0297	.0307	.0434	.0445	.0390	.0391	.0613	.0681	.0649	.0663	.0609	.0570	.0707	.0617	.0350	.0835	
	Index	100	123	138	92	95	134	137	120	121	189	179	169	205	176	218	190	106	258		
KALAMAZOO	Kal'm'zoo, Mich.	%U.S. .0881	.0967	.0967	.0744	.0828	.1085	.1063	.0914	.0907	.0991	.0908	.0810	.0752	.0905	.1283	.1133	.1031	.1344	.1352	
	Index	100	112	110	84	94	124	121	104	103	112	103	92	85	103	147	129	117	153	153	
Kalamazoo	Kal'm'zoo, Mich.	%U.S. .0434	.0532	.0588	.0451	.0466	.0672	.0650	.0496	.0483	.0783	.0602	.0686	.0699	.0673	.1105	.0961	.0735	.0934	.1070	
	Index	100	123	135	104	107	132	127	114	114	180	139	135	161	201	255	221	169	215	247	
LANSING	Ingham, Mich.	%U.S. .1221	.1545	.1476	.1170	.1076	.1628	.1830	.1585	.1594	.1537	.1370	.1211	.1709	.1433	.1115	.1889	.1614	.1737	.1643	
	Index	100	127	121	96	88	133	150	130	131	126	113	99	140	117	91	155	132	142	135	
Lansing	Ingham, Mich.	%U.S. .0617	.0828	.0896	.0385	.0514	.0916	.1054	.0863	.0876	.1200	.0956	.0972	.1612	.1179	.0838	.1578	.0896	.1273	.1187	
	Index	100	134	145	62	83	148	171	140	142	194	155	158	261	191	136	256	145	206	192	
MUSKEGON	Musk'g'n, Mich.	%U.S. .0639	.0800	.0820	.0668	.0831	.0982	.0738	.0556	.0534	.0640	.0991	.0664	.0839	.0573	.0874	.0914	.0942	.0939	.1045	
	Index	100	95	98	80	99	117	88	66	64	100	118	79	100	68	104	109	112	112	125	
Muskegon	Musk'g'n, Mich.	%U.S. .0303	.0319	.0387	.0269	.0314	.0383	.0314	.0231	.0224	.0556	.0588	.0368	.0718	.0507	.0589	.0575	.0541	.0610	.0659	
	Index	100	105	128	89	104	126	104	76	74	183	194	121	237	167	194	190	179	201	217	

NOTE: All percentages and indexes of quality for all counties, cities, states and metro areas published in this issue are available on IBM cards at nominal cost, including all counties and cities not published here. Call or write:

MARKET STATISTICS, INC.
432 Fourth Avenue, New York 16, N.Y., MUrray Hill 4-3559

How well do YOU know THE DETROIT MARKET?

Test yourself. Check your answers to the questions below—then continue reading for the correct answers.

Q

1. What kind of a market is Detroit?

☐

manufacturing

☐

non-manufacturing

2. What percent of Detroit's retail business originates in the 6-county ABC Retail Trading Area?

☐

75%

☐

98%

3. Which newspaper is Detroit's best buy?

☐

News

☐

Times

☐

Free Press

A

Answer to question No. 1 is **BOTH!** Actually, Detroit's non-manufacturing employment is slightly ahead of manufacturing employment. Even in a high manufacturing year such as 1955, non-manufacturing led by 3%. Detroit today is a *diversified* market, with a total employment of 1,400,000.

Answer to question No. 2 is 98% of Detroit stores' retail business originates in the prosperous, populous 6-county ABC retail trading area . . . centered on a radius of 50 miles.

Answer to question No. 3 is **THE NEWS**, of course. **THE NEWS** not only has the largest total circulation of all Michigan newspapers, but concentrates this circulation in the 6-county trading area where the buyers are. Proof of its productivity is the fact that **THE NEWS** carries as much lineage as both other Detroit newspapers combined.

What was YOUR score? If you want the right answers to your Detroit market and media questions, write **THE NEWS'** Market Research Department.

**Detroit
Means
Business**

The Detroit News

THE HOME NEWSPAPER

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Weekday 459,160—Sunday 573,375

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Pacific Office . . . 785 Market St., San Francisco Miami Beach . . . The Leonard Co., 311 Lincoln Road

The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

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						0 to \$2,499	\$2,500 to \$3,999	\$4,000 to \$5,999	\$6,000 to \$9,999	Over \$10,000		Total	Food	Eat-ing Drink	Gen. Mds.	Apparel	Furn.-House Radio	Auto-motive	Gas, Serv. Stas.	Lum.-Bldg.-Hdws.	Drug	
MICHIGAN																						
PORT HURON	St. Clair, Mich.	%U.S. Index	.0621 100	.0597 96	.0618 100	.0510 82	.0553 89	.0709 114	.0586 94	.0465 75	.0453 73	.0631 105	.0787 127	.0559 80	.0441 71	.0517 83	.0541 87	.0678 109	.0774 125	.0939 151	.0686 107	
		%U.S. Index	.0226 100	.0242 107	.0268 127	.0181 80	.0205 91	.0268 127	.0253 112	.0202 89	.0196 88	.0407 180	.0485 206	.0266 118	.0361 160	.0417 185	.0399 177	.0442 196	.0435 192	.0548 242	.0362 160	
SAGINAW	Saginaw, Mich.	%U.S. Index	.1026 100	.1056 103	.1074 105	.0705 81	.0832 105	.1274 124	.1170 114	.0888 87	.0878 86	.1138 94	.0965 96	.0982 99	.1014 131	.1347 106	.1103 149	.1529 110	.1131 132	.1353 128	.1316 107	
		%U.S. Index	.0593 100	.0673 113	.0723 122	.0419 71	.0499 84	.0794 134	.0774 131	.0603 102	.0598 101	.0893 151	.0736 124	.0653 110	.0845 159	.1205 203	.0814 137	.1219 206	.0801 135	.0864 146	.1107 187	
MINNESOTA																						
DULUTH-SUPERIOR	St. Louis, Minn.	%U.S. Index	.1593 100	.1550 97	.1568 98	.1411 89	.1703 107	.1888 119	.1445 91	.1155 73	.1116 70	.1581 99	.1739 109	.1676 105	.1753 110	.1696 106	.1569 98	.1580 99	.1523 96	.1183 74	.1475 93	
		%U.S. Index	.0642 100	.0702 103	.0713 105	.0571 89	.0667 91	.0809 124	.0710 114	.0634 87	.0627 111	.0777 99	.0776 98	.0723 121	.1130 178	.1001 156	.0798 124	.0701 109	.0747 116	.0356 55	.0794 124	
MINNEAPOLIS-ST. PAUL	Anoka, Dakots.	%U.S. Index	.7523 100	.8891 118	.8829 115	.5807 77	.6905 92	.9610 128	.9789 130	.9830 131	.9972 133	.8933 119	.8127 108	.8887 118	1.4175 188	.9494 126	.8942 119	.8068 107	.7747 103	.7912 105	2.9724 129	
		%U.S. Index	.3225 100	.4070 126	.4163 129	.2966 92	.3401 105	.4286 133	.4452 138	.4404 137	.4448 153	.4942 122	.3938 159	.5134 272	.8775 184	.5942 168	.5369 143	.4616 116	.3755 112	.3823 112	.5160 160	
St. Paul	Ramsey, Minn.	%U.S. Index	.2006 100	.2387 119	.2378 119	.1546 77	.1788 89	.2638 132	.2682 134	.2369 129	.2815 130	.2611 130	.2413 120	.2278 114	.4959 247	.2800 140	.2638 132	.2187 109	.2209 110	.1577 79	.2902 145	
		%U.S. Index	.100 100	.119 109	.119 111	.145 108	.133 104	.133 128	.133 111	.134 99	.130 88	.130 121	.140 121	.140 113	.140 113	.140 113	.140 124	.140 109	.140 116	.140 55	.140 124	
MISSOURI																						
JOPLIN	Jasper, Mo.	%U.S. Index	.0678 100	.0545 80	.0615 91	.0119 150	.0643 124	.0514 76	.0328 48	.0346 51	.0319 47	.0689 102	.0603 89	.0488 72	.0583 86	.0452 67	.0467 69	.0915 135	.0957 141	.0666 98	.0564 83	
		%U.S. Index	.0250 100	.0244 98	.0280 112	.0382 145	.0333 133	.0241 96	.0169 68	.0190 76	.0182 73	.0380 144	.0317 127	.0311 124	.0416 166	.0275 110	.0280 112	.0483 193	.0331 132	.0246 98	.0268 107	
KANSAS CITY	Johnson, Kans.	%U.S. Index	.5784 100	.6866 121	.6835 119	.5288 92	.6383 111	.7246 126	.7002 121	.7450 129	.7558 131	.7331 127	.5948 103	.8281 109	1.2842 223	.7208 125	.6235 108	.7029 122	.5804 101	.7286 126	.1822 205	
		%U.S. Index	.2933 100	.3886 131	.3935 133	.3197 108	.3824 129	.3926 133	.3751 127	.4049 137	.4055 159	.4704 107	.3146 154	.4543 197	.10155 145	.5830 197	.4289 146	.3835 133	.2300 78	.3867 131	.7940 269	
Kans. City	Wyand'te, Kans.	%U.S. Index	.0785 100	.0787 98	.0799 102	.0637 81	.0799 102	.0962 123	.0795 101	.0350 70	.0629 67	.0663 110	.0921 117	.0670 85	.0423 54	.0635 81	.0881 112	.1353 172	.0910 126	.0812 103	.1177 150	
		%U.S. Index	.0034 100	.0042 124	.0161 474	.0028 76	.0040 118	.0053 156	.0049 144	.0029 85	.0028 82	.0444 1306	.0185 544	.0116 341	.1800 4706	.0232 682	.0232 412	.0140 1003	.0341 874	.0229 2038	.0693 1662	
N. Kansas City	Clay, Mo.	%U.S. Index	.0308 100	.0332 108	.0322 105	.0256 83	.0310 101	.0407 132	.0343 111	.0262 85	.0256 83	.0315 102	.0347 113	.0347 52	.0274 89	.0142 46	.0274 108	.0142 149	.0332 97	.0460 79	.0299 190	
		%U.S. Index	.0711 100	.0641 90	.0673 95	.0943 133	.0894 126	.0885 94	.0495 70	.0419 59	.0392 55	.0700 98	.0612 86	.0555 78	.0731 103	.0687 117	.0833 109	.0777 117	.0805 109	.0801 113	.0759 107	
SPRINGFIELD	Greene, Mo.	%U.S. Index	.0555 100	.0548 99	.0574 103	.0782 141	.0745 134	.0569 103	.0435 78	.0389 66	.0348 63	.0631 114	.0586 106	.0441 79	.0649 117	.0681 123	.0827 149	.0742 134	.0906 91	.0759 137	.0738 133	
		%U.S. Index	.0614 100	.0606 99	.0605 99	.0710 116	.0762 124	.0663 108	.0484 79	.0454 74	.0436 71	.0598 97	.0574 93	.0596 97	.0672 109	.0672 134	.0623 103	.0632 81	.0496 75	.0463 75	.0907 148	
ST. JOSEPH	Buchanan, Mo.	%U.S. Index	.0508 100	.0517 102	.0517 102	.0607 119	.0650 128	.0562 111	.0414 81	.0392 77	.0377 74	.0524 103	.0447 88	.0487 96	.0589 112	.0664 131	.0781 154	.0821 122	.0251 49	.0438 86	.0891 175	
		%U.S. Index	.100 100	.119 109	.119 111	.145 108	.133 104	.133 128	.133 111	.134 99	.130 88	.130 121	.140 121	.140 113	.140 113	.140 113	.140 124	.140 109	.140 116	.140 55	.140 124	

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KANSAS CITY=

18th in POPULATION
(nearing the million mark)

19% ABOVE NATIONAL AVERAGE
IN MARKET QUALITY

You get more action for your advertising dollars in high income Kansas City.

A big PLUS value—Kansas City's hotly competitive retailers in food, drug, appliance and automotive fields. Advertising and promotion minded, they give your product the EXTRA PUSH needed for volume sales.

The Star's twice daily coverage of Kansas City is America's most thorough, its advertising rate per thousand persons reached the lowest.

MARKET, MERCHANTS, MEDIUM—three ingredients of sales success!

THE KANSAS CITY STAR

KANSAS CITY
1729 Grand Ave.
Harrison 1-1200

CHICAGO
202 S. State St.
WEbster 9-0532

NEW YORK
21 E. 40th St.
Murray Hill 3-6161

SAN FRANCISCO
625 Market St.
GARfield 1-2003

The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

METROPOLITAN AREA		ESTIMATES, 1955																			
Area and City	County and State	% and Index	Pop. 1/1/56	Net ER. Buying Income	Buying Power Index	CONSUMER SPENDING UNITS					Total Income of Units Over \$10,000	RETAIL SALES									
						0 to \$2,499	\$2,500 to \$3,999	\$4,000 to \$5,999	\$7,000 to \$9,999	Over \$10,000		Total	Food	Eat-ing Drink	Gen. Mdee.	Ap-parel	Furn.-House Radio	Auto-motive	Gas. Serv. Stas.	Lum.-Bldg.-Hdwe.	Drug
MISSOURI																					
ST. LOUIS	Madison, St. Clair, Ill.	%U.S.	1,1152	1,2627	1,2093	1,0106	1,1528	1,3421	1,3333	1,2568	1,2565	1,1833	1,2333	1,3163	1,4115	1,0114	1,2350	1,1915	1,1494	.9191	1,3073
	St. Louis, Mo.	Index	100	113	108	91	103	120	120	113	113	106	111	118	127	91	111	107	103	82	117
St. Louis	St. Louis, Mo.	%U.S.	.5264	.6045	.6077	.5390	.6326	.6509	.6198	.5286	.5199	.6673	.5688	.7862	1,0720	.6522	.6262	.6504	.4901	.3673	.7170
	St. Louis, Mo.	Index	100	115	118	102	120	124	118	100	99	127	100	149	204	124	157	124	93	70	136
East St. Louis	St. Clair, Ill.	%U.S.	.0519	.0471	.0537	.0543	.0663	.0536	.0455	.0291	.0273	.0658	.0755	.0866	.0509	.0558	.0569	.0715	.0657	.0439	.0620
	St. Clair, Ill.	Index	100	91	103	105	112	103	88	56	53	127	145	167	98	108	113	136	127	85	119
Clayton	St. Louis, Mo.	%U.S.	.0110	.0264	.0263	.0111	.0075	.0086	.0202	.0669	.0626	.0388	.0392	.0268	.0838	.0568	.0213	.0441	.0124	.0125	.0392
	St. Louis, Mo.	Index	100	258	257	101	88	80	184	626	751	342	356	244	762	517	184	401	113	114	356
Alton	Madison, Ill.	%U.S.	.0213	.0246	.0272	.0186	.0203	.0273	.0268	.0244	.0243	.0356	.0404	.0294	.0343	.0446	.0551	.0387	.0243	.0290	.0310
	Madison, Ill.	Index	100	115	128	87	96	128	126	115	114	167	190	138	161	209	259	182	114	136	146
Belleville	St. Clair, Ill.	%U.S.	.0257	.0267	.0282	.0231	.0257	.0307	.0267	.0231	.0228	.0323	.0306	.0367	.0244	.0329	.0529	.0354	.0362	.0374	.0330
	St. Clair, Ill.	Index	100	104	116	90	100	119	104	90	89	126	119	143	95	128	206	138	141	146	128
NEBRASKA																					
LINCOLN	Lancaster, Nebr.	%U.S.	.0610	.0911	.0885	.0990	.1013	.0973	.0881	.0826	.0809	.0891	.0635	.0746	.1500	.0838	.0876	.0784	.0954	.1072	.1059
	Lancaster, Nebr.	Index	100	112	109	122	125	120	109	102	100	110	78	92	185	116	108	93	118	132	131
Lincoln	Lancaster, Nebr.	%U.S.	.0664	.0795	.0782	.0865	.0866	.0845	.0782	.0734	.0719	.0639	.0580	.0649	.1490	.0838	.0868	.0722	.0792	.0960	.1056
	Lancaster, Nebr.	Index	100	120	118	130	130	127	118	111	108	126	87	98	224	141	131	109	119	145	159
OMAHA	Pottaw'tmie, Ia.	%U.S.	.2422	.2625	.2610	.2157	.2622	.2917	.2712	.2525	.2506	.2706	.2338	.3599	.2704	.2652	.2914	.2977	.2490	.3031	.3014
	Douglas, Nebr.	Index	100	108	106	89	108	120	112	104	103	112	87	149	112	118	120	123	103	125	124
Omaha	Douglas, Nebr.	%U.S.	.1647	.1688	.1927	.1471	.1851	.2064	.1967	.1907	.1901	.2180	.1829	.2904	.2485	.2510	.2527	.2457	.1668	.1819	.2440
	Douglas, Nebr.	Index	100	115	117	89	112	125	121	116	115	132	111	176	151	152	153	149	101	110	148
Council Bluffs	Pottaw'tmie, Ia.	%U.S.	.0308	.0315	.0306	.0255	.0301	.0389	.0318	.0251	.0245	.0289	.0313	.0329	.0182	.0276	.0286	.0310	.0350	.0426	.0384
	Pottaw'tmie, Ia.	Index	100	102	99	83	98	126	103	81	80	94	102	107	89	90	93	101	114	138	125

Sell the ST. LOUIS MARKET

EASTERN MISSOURI AND SOUTHERN ILLINOIS

With the highest circulation
in our 104 years

310,243

6 MONTH DAILY AVERAGE*

represented nationally by
Moloney, Regan & Schmitt

Florida,
Hal Winter Co.

ST. LOUIS

Globe-Democrat.

*As
Reported
to ABC,
Subject
to Audit

The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

METROPOLITAN AREA			ESTIMATES, 1955																			
Area and City	County and State	% and Index	Pop. 1/1/56	Net Eff. Buying In- come	CONSUMER SPENDING UNITS							Total In- come of Units Over \$10,000	RETAIL SALES									
					0 to \$2,499	\$2,500 to \$3,999	\$4,000 to \$5,999	\$7,000 to \$9,999	Over \$10,000	Total	Food		Eat- ing Drink	Gen. Mide.	Ap- parel	Furn- House Radio	Auto- motive	Gas. Serv. Stas.	Lum.- Bldg.- Hdwe.	Drug		
NORTH DAKOTA																						
FARGO	Cass, N. D.	%U.S. Index	.0392	.0398	.0443	.0408	.0371	.0409	.0462	.0494	.0399	.0552	.0344	.0469	.0506	.0618	.0443	.0660	.0449	.1296	.0443	
Fargo	Cass, N. D.	%U.S. Index	.0264	.0298	.0341	.0306	.0272	.0312	.0357	.0286	.0463	.0279	.0353	.0484	.0609	.0403	.0600	.0315	.0893	.0390		
			100	113	129	116	103	118	135	134	108	175	106	134	183	231	153	227	119	334	148	
OHIO																						
AKRON	Summit, Ohio	%U.S. Index	.2771	.3231	.3110	.1716	.2550	.3905	.3550	.2872	.2850	.3134	.3354	.3392	.4240	.2151	.2867	.3414	.3033	.2459	.3203	
Akron	Summit, Ohio	%U.S. Index	.1780	.2137	.2121	.1206	.1746	.2575	.2309	.1866	.1852	.2322	.2298	.2529	.3754	.1866	.2265	.2483	.1894	.1510	.2387	
Cuyahoga Falls	Summit, Ohio	%U.S. Index	.0232	.0298	.0287	.0101	.0156	.0338	.0398	.0324	.0331	.0304	.0440	.0185	.0252	.0206	.0132	.0394	.0315	.0242	.0328	
Barberton	Summit, Ohio	%U.S. Index	.0183	.0207	.0222	.0107	.0185	.0263	.0220	.0157	.0154	.0273	.0322	.0278	.0181	.0232	.0279	.0311	.0227	.0282	.0242	
			100	113	121	58	101	144	120	86	84	149	176	152	99	127	152	192	124	154	132	
CANTON	Stark, Ohio	%U.S. Index	.1913	.2051	.2012	.1380	.1959	.2411	.2089	.1687	.1660	.2014	.2229	.1917	.1651	.2057	.2381	.2162	.2002	.1941	.1735	
Canton	Stark, Ohio	%U.S. Index	.0743	.0842	.0889	.0600	.0856	.0965	.0834	.0688	.0673	.1065	.1013	.1081	.1060	.1486	.1283	.1108	.1010	.0903	.1019	
Massillon	Stark, Ohio	%U.S. Index	.0204	.0221	.0234	.0150	.0215	.0258	.0230	.0175	.0171	.0277	.0331	.0263	.0207	.0226	.0562	.0281	.0262	.0177	.0200	
			100	108	115	74	105	126	113	88	84	138	162	129	101	111	275	138	128	87	98	

For PROFITABLE Selection of Markets

A market is only as good as your chances of selling it. In addition to the basic market data, you need to know something about available coverage and the local media's command on the interest of readers, listeners and viewers. That's why a study of the advertisements in this issue should be a must.

They not only enable you to weigh your chances of selling the market, but they frequently bring to light significant and helpful comparisons that might otherwise remain hidden in the basic "Marketing is on the Move" data. And they also spotlight local developments that emphasize the market's continuing growth.

For a realistic appraisal . . . and profitable selections . . . be sure to study both the Nov. 10 data and the advertisements.

One of America's Brighter Bright Spots

CEDAR RAPIDS

IOWA'S FASTEST GROWING MAJOR MARKET

Leads All Cities in Iowa in House Building

Nat. Reps
**ALLEN-
KLAPP CO.**

The Cedar Rapids Gazette

LEADS ALL NEWSPAPERS IN IOWA IN 1956

. . . in total advertising lineage gain
. . . in total advertising lineage published

ROP
FULL
COLOR



Some folks get a
***BIGGER HALF**
 than other folks

**In Cleveland 1/2 the people buy 3/4 of the goods.
 You concentrate on this Better Economic Half in...*

The better you know an area
 the better you sell an area

The market research
 department of The Plain
 Dealer offers many studies on
 the sale of most important
 commodities in Greater
 Cleveland. Write for our list of
 publications. They're yours
 for the asking.

The Cleveland PLAIN DEALER

The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

METROPOLITAN AREA		SM ESTIMATES, 1955																				
Area and City	County and State	% and Index	Pop. 1/1/55	Net E.R. Buying In-come	Buying Power Index	CONSUMER SPENDING UNITS					Total In-come of Units Over \$10,000	RETAIL SALES										
						0 to \$2,499	\$2,500 to \$3,999	\$4,000 to \$5,999	\$6,000 to \$9,999	Over \$10,000		Total	Food	Eat-ing Drink	Gen. Mdse.	Ap-parel	Furn-House Radio	Auto-motive	Gas. Serv. Stas.	Lum.-Bldg.-Hdwe.	Drug	
OHIO																						
CINCINNATI	Campbell, Kenton, Ky.	%U.S.	.6012	.6951	.6679	.5670	.6451	.7267	.6797	.6955	.6862	.6667	.6834	.8409	.8059	.6592	.6680	.6479	.5446	.5064	.7025	
	Hamilton, Ohio.	Index	100	116	111	94	107	121	113	116	116	111	115	140	134	110	111	108	91	84	117	
Cincinnati	Hamilton, Ohio.	%U.S.	.3188	.3921	.3948	.3519	.3721	.3858	.3673	.4119	.4124	.4489	.4105	.4995	.6863	.5378	.4394	.4628	.3226	.2678	.4467	
		Index	100	123	124	110	117	121	115	129	129	141	129	157	215	169	138	145	101	84	140	
Covington	Kenton, Ky.	%U.S.	.0411	.0399	.0416	.0328	.0479	.0495	.0399	.0248	.0235	.0448	.0563	.0650	.0375	.0264	.0507	.0451	.0287	.0391	.0534	
		Index	100	97	101	80	117	120	97	60	57	109	137	134	91	69	123	110	70	95	130	
Norwood	Hamilton, Ohio.	%U.S.	.0241	.0300	.0284	.0184	.0287	.0369	.0319	.0243	.0239	.0267	.0269	.0297	.0231	.0217	.0493	.0418	.0197	.0182	.0304	
		Index	100	124	118	76	107	153	132	101	99	119	112	123	96	90	205	173	82	76	126	
Newport	Campbell, Ky.	%U.S.	.0195	.0179	.0212	.0164	.0235	.0231	.0154	.0096	.0089	.0277	.0317	.0423	.0148	.0236	.0279	.0377	.0183	.0174	.0292	
		Index	100	92	109	84	121	118	79	48	46	142	163	217	76	121	143	193	94	89	150	
CLEVELAND																						
Cuyahoga, Lake, Ohio.		%U.S.	.9751	1.3543	1.2177	.6572	.8474	1.3396	1.6026	1.6701	1.7363	1.1518	1.2063	1.2640	1.5051	1.0296	1.1479	1.1168	.9890	.8783	1.3721	
		Index	100	139	125	67	87	137	164	171	178	118	124	130	154	106	118	115	101	90	141	
Cleveland	Cuyahoga, Ohio.	%U.S.	.5693	.7150	.7065	.4470	.5769	.7982	.8313	.6614	.6593	.7906	.7733	.9382	1.3082	.8010	.8897	.6624	.5039	.5008	.9011	
		Index	100	126	124	79	101	140	146	116	116	139	136	165	230	141	156	116	89	88	156	
Lakewood	Cuyahoga, Ohio.	%U.S.	.0419	.0760	.0606	.0220	.0303	.0618	.1012	.1251	.1357	.0439	.0441	.0327	.0182	.0165	.0276	.0959	.0436	.0117	.0525	
		Index	100	186	145	55	72	147	242	299	324	105	105	78	43	39	66	236	104	28	125	
Cleveland Hts.	Cuyahoga, Ohio.	%U.S.	.0368	.0798	.0590	.0188	.0214	.0417	.0872	.0657	.1900	.0390	.0483	.0251	.0105	.0678	.0349	.0602	.0480	.0074	.0906	
		Index	100	217	160	51	58	113	237	450	516	106	131	68	29	184	95	164	130	20	246	
Painesville	Lake, Ohio.	%U.S.	.0096	.0128	.0167	.0070	.0677	.0155	.0163	.0115	.0115	.0278	.0263	.0121	.0396	.0166	.0128	.0401	.0237	.0278	.0216	
		Index	100	131	170	71	79	158	166	117	117	284	268	123	404	169	131	409	242	284	220	
Euclid	Cuyahoga, Ohio.	%U.S.	.0353	.0498	.0402	.0124	.0184	.0495	.0678	.0678	.0721	.0274	.0319	.0216	.0280	.0176	.0210	.0430	.0214	.0093	.0391	
		Index	100	141	114	35	52	140	192	192	204	78	90	61	79	50	89	122	61	26	11	

As a complement to this issue . . .

Sales Management's

1956 COUNTY OUTLINE RETAIL SALES MAP OF THE U. S.

... Shows
at a glance
comparative
Retail Sales Strength
of every county
... 27" x 41"
... in 6 colors

You can visualize:

1. All Metropolitan County Areas.
2. County names . . . for all U. S. Counties . . . most legible of all the many outline maps we have seen.
3. Differences in retail sales volume indicated by county shadings . . .
Red—for counties with \$100 million or more.
Green—for counties with \$50 million to \$100 million.
Yellow—for counties with \$25 million to \$50 million.
Blue—for counties with \$10 million to \$25 million.
4. 1570 cities with retail sales of \$20 million or more.
5. City populations indicated—(as of January 1, 1956).
6. Special blown-up projections of all congested small-county areas, with county lines and names clearly indicated.
7. Special markings indicate counties whose family sales exceed U. S. family average.

Price: \$3.50 a single copy; \$3.00 each for two or more copies.

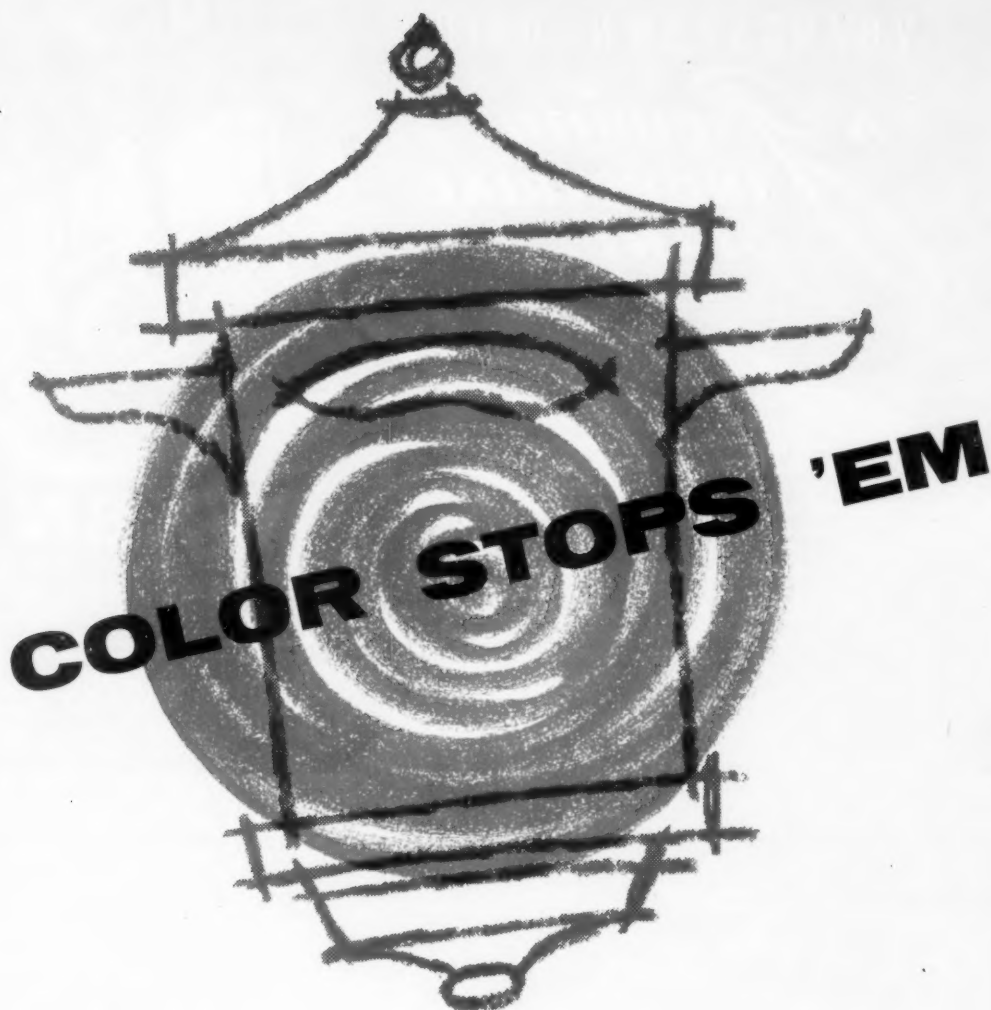
SALES MANAGEMENT, 386 Fourth Avenue, New York 16, N. Y.

The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

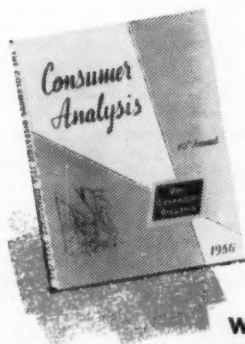
METROPOLITAN AREA		ESTIMATES, 1955																			
Area and City	County and State	% and Index	Pop. 1/1/56	Net E.R. Buy- ing In- come	Buy- ing Power Index	CONSUMER SPENDING UNITS					Total In- come of Units Over \$10,000	RETAIL SALES									
						0 to \$2,499	\$2,500 to \$3,999	\$4,000 to \$5,999	\$7,000 to \$9,999	Over \$10,000		Total	Food	Eat- ing Drink	Gen. Mdis.	Ap- parel	Furn.- House Radio	Auto- motive	Gas. Serv. Stas.	Lum.- Bldg.- Hdwe.	Drug
OHIO																					
COLUMBUS	Franklin, Ohio...	%U.S. Index	.3530 100	.4594 130	.4234 120	.2850 81	.3500 99	.4458 126	.5188 147	.5339 151	.5463 155	.4105 116	.3951 112	.4496 127	.5422 154	.4371 124	.3618 102	.3912 111	.4042 115	.3567 101	.4630 131
Columbus	Franklin, Ohio...	%U.S. Index	.2533 100	.3271 129	.3220 127	.2182 85	.2854 105	.3313 131	.3742 148	.3456 136	.3491 138	.3593 142	.3321 131	.3906 154	.5169 204	.4044 180	.3225 127	.3648 144	.3155 125	.2711 107	.4019 159
DAYTON	Greene, Montgomery, O.	%U.S. Index	.3177 100	.4036 127	.3743 118	.2354 74	.2890 91	.4408 139	.4877 154	.4080 128	.4089 129	.3634 114	.3842 115	.3856 121	.4409 139	.3363 106	.3689 116	.3851 121	.3397 107	.2807 88	.3878 122
Dayton	Montgomery, O.	%U.S. Index	.1674 100	.2272 136	.2296 137	.1325 79	.1695 101	.2484 148	.2756 165	.2223 133	.2235 134	.2750 164	.2638 158	.2994 179	.4094 245	.2870 171	.2953 176	.2754 165	.2230 133	.1714 102	.2986 178
HAMILTON- MIDDLETOWN	Butler, Ohio...	%U.S. Index	.1005 100	.1123 112	.1084 108	.0951 85	.0945 94	.1245 124	.1229 122	.0989 98	.0977 97	.1074 107	.1039 103	.1129 112	.0860 86	.0917 91	.1260 125	.1117 125	.1033 103	.1716 171	.0873 87
Hamilton	Butler, Ohio...	%U.S. Index	.0398 100	.0431 108	.0475 119	.0323 81	.0377 95	.0489 123	.0461 116	.0377 95	.0372 93	.0599 151	.0633 134	.0591 148	.0543 136	.0434 109	.0637 160	.0621 156	.0475 119	.1289 324	.0487 122
Middletown	Butler, Ohio...	%U.S. Index	.0220 100	.0284 129	.0290 132	.0180 73	.0186 85	.0304 138	.0352 160	.0303 138	.0307 140	.0346 157	.0355 161	.0356 162	.0263 120	.0461 210	.0595 270	.0349 159	.0364 165	.0218 99	.0297 135
LIMA	Allen, Ohio...	%U.S. Index	.0588 100	.0623 106	.0616 105	.0507 86	.0626 107	.0718 122	.0620 105	.0483 82	.0470 80	.0624 106	.0606 103	.0542 92	.0619 139	.0503 86	.0613 104	.0589 100	.0623 106	.0736 125	.0498 85
Lima	Allen, Ohio...	%U.S. Index	.0330 100	.0384 116	.0407 123	.0306 93	.0369 112	.0443 134	.0400 121	.0302 92	.0294 89	.0497 151	.0465 141	.0398 121	.0745 226	.0440 133	.0513 155	.0510 155	.0440 133	.0437 132	.0421 128
LORAIN-ELYRIA	Lorain, Ohio...	%U.S. Index	.1072 100	.1244 116	.1170 109	.0776 72	.1034 96	.1470 137	.1386 129	.1062 99	.1049 98	.1110 104	.1264 118	.1100 103	.0830 77	.1065 99	.1361 127	.1228 115	.1105 103	.1255 117	.0984 92
Lorain	Lorain, Ohio...	%U.S. Index	.0332 100	.0418 126	.0406 123	.0200 60	.0343 103	.0487 147	.0496 149	.0369 111	.0368 111	.0442 133	.0549 165	.0473 142	.0274 83	.0588 177	.0771 232	.0410 117	.0387 114	.0379 114	.0465 140
Elyria	Lorain, Ohio...	%U.S. Index	.0217 100	.0265 122	.0279 129	.0160 74	.0206 94	.0320 147	.0297 137	.0231 106	.0229 106	.0342 158	.0338 158	.0272 125	.0263 130	.0319 147	.0410 189	.0495 228	.0290 134	.0309 142	.0248 114
MANSFIELD	Richland, Ohio...	%U.S. Index	.0617 100	.0707 115	.0687 111	.0423 89	.0618 100	.0811 131	.0788 124	.0633 103	.0628 102	.0700 113	.0676 142	.0757 123	.0664 106	.0608 99	.0729 118	.0702 114	.0690 112	.0660 107	.0549 89
Mansfield	Richland, Ohio...	%U.S. Index	.0289 100	.0391 135	.0420 148	.0223 77	.0319 110	.0426 147	.0435 151	.0393 136	.0395 137	.0554 192	.0709 245	.0556 192	.0626 217	.0545 189	.0519 180	.0523 181	.0497 172	.0413 143	.0449 155
NEWARK	Licking, Ohio...	%U.S. Index	.0460 100	.0457 99	.0464 101	.0515 112	.0557 121	.0622 113	.0380 85	.0286 82	.0270 59	.0479 104	.0508 110	.0432 94	.0288 63	.0391 85	.0372 81	.0469 102	.0536 117	.0707 154	.0402 87
Newark	Licking, Ohio...	%U.S. Index	.0223 100	.0237 106	.0258 120	.0226 101	.0267 120	.0282 126	.0218 97	.0153 69	.0145 65	.0351 157	.0403 181	.0282 126	.0235 105	.0363 163	.0319 143	.0357 180	.0295 142	.0416 187	.0299 134
PORTSMOUTH	Scioto, Ohio...	%U.S. Index	.0620 100	.0494 80	.0521 84	.0656 106	.0659 106	.0673 92	.0354 57	.0265 43	.0241 39	.0500 81	.0623 84	.0501 81	.0463 75	.0535 86	.0567 91	.0548 88	.0691 111	.0318 51	.0384 62
Portsmouth	Scioto, Ohio...	%U.S. Index	.0260 100	.0250 96	.0296 114	.0297 114	.0303 114	.0289 111	.0189 73	.0162 62	.0153 58	.0367 153	.0360 138	.0393 151	.0415 160	.0510 196	.0514 196	.0492 189	.0446 172	.0193 74	.0309 119
SPRINGFIELD	Clark, Ohio...	%U.S. Index	.0736 100	.0605 109	.0789 107	.0621 84	.0761 103	.0907 123	.0892 121	.0642 87	.0629 85	.0799 109	.0783 106	.0652 89	.0836 127	.0614 83	.0752 102	.0625 112	.0645 115	.0793 108	.0808 110
Springfield	Clark, Ohio...	%U.S. Index	.0509 100	.0587 115	.0608 119	.0460 90	.0556 109	.0658 129	.0657 129	.0465 91	.0455 89	.0709 139	.0700 138	.0594 117	.0918 180	.0604 119	.0724 142	.0712 140	.0718 141	.0572 112	.0764 150

Not a REVIEW . . . but a PREview

of next month's retail sales volume in more than 200 cities. In every first-of-the-month issue SALES MANAGEMENT forecasts what the month's retail sales will be in leading U. S. cities. We give the sales volume, the percentage of change from the same month last year and its relation to the national change for the same period. The *Survey of Buying Power* gives you sales for the latest complete year. In between *Surveys*, "High-Spot Cities" alerts you to changes in the making . . . each month.



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YOUNGSTOWN · OHIO

A Growing INDUSTRIAL GIANT...

Improvements and expansions totaling hundreds of millions of dollars are underway or planned for the Youngstown, Ohio Metropolitan Area steel industries. Already the nation's third largest concentrated steel producing area, further improvements and expansion have been announced by U.S. Steel Corp., Youngstown Sheet & Tube Co., Republic Steel Corp., Sharon Steel Corp. and others. What's more, Youngstown is now a capital of aluminum extrusions with over 75 companies in operation, a 20-fold increase over 1945. The new Ohio Turnpike, with Youngstown on the Eastern Terminus, places the "steel city" on the main street of America.

So, when you think of Youngstown, Ohio... think of expansion and progress. And for coverage of this industrial giant, think of WKBN-TV and WKBN-Radio, the Pioneer Stations of Youngstown.



WKBN

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TV 178,000 WATTS **CBS · ABC**
CHANNEL 27

Represented Nationally by the Paul H. Raymer Co.

The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

METROPOLITAN AREA		ESTIMATES, 1955																			
Area and City	County and State	% and Index	Pop. 1/1/56	Net Eff. Buying In-Power Index	CONSUMER SPENDING UNITS						Total Income of Units Over \$10,000	RETAIL SALES									
					0 to \$2,499	\$2,500 to \$3,999	\$4,000 to \$5,999	\$6,000 to \$9,999	Over \$10,000	Total		Food	Eating Drink	Gen. Mdse.	Apparel	Furn.-House Radio	Auto-motive	Gas. Serv. Stas.	Lum.-Bldg.-Hdw.	Drugs	
OHIO																					
TOLEDO	Lucas, Ohio.....	%U.S.	.2591	.3553	.3213	.1677	.2169	.3609	.4435	.4191	.4326	.3061	.3039	.3623	.3585	.2713	.3355	.3004	.3190	.2151	.3623
		Index	100	137	124	65	84	139	171	162	167	118	118	140	138	105	129	116	123	83	140
Toledo	Lucas, Ohio.....	%U.S.	.1967	.2774	.2581	.1347	.1700	.2797	.3492	.3263	.3368	.2667	.2420	.3156	.3501	.2547	.2998	.2725	.2269	.1721	.3363
		Index	100	141	131	88	86	142	178	166	171	136	123	160	178	129	152	139	115	87	171
YOUNGSTOWN	Mahoning, Trumbull, Ohio.....	%U.S.	.3440	.3850	.3710	.2202	.3181	.4381	.4261	.3626	.3630	.3655	.4133	.3276	.4026	.3213	.4368	.3523	.3559	.3775	.3155
		Index	100	112	108	64	92	127	124	105	106	106	120	95	117	93	127	102	103	110	92
Youngstown	Mahoning, Ohio.....	%U.S.	.1056	.1270	.1299	.0688	.1015	.1383	.1416	.1297	.1310	.1509	.1537	.1404	.2418	.1520	.2156	.1349	.1148	.0998	.1265
		Index	100	120	123	65	96	131	134	123	124	143	146	133	229	144	204	128	109	95	120
Warren	Trumbull, Ohio.....	%U.S.	.0332	.0396	.0438	.0231	.0330	.0446	.0445	.0370	.0369	.0580	.0616	.0434	.0745	.0682	.0670	.0543	.0499	.0576	.0546
		Index	100	119	132	70	99	134	134	111	111	175	186	131	224	205	202	164	150	173	164
Sharon	Mercer, Pa.....	%U.S.	.0164	.0219	.0231	.0106	.0139	.0234	.0263	.0254	.0261	.0294	.0270	.0147	.0367	.0405	.0368	.0415	.0151	.0258	.0319
		Index	100	134	141	65	85	143	160	155	159	179	165	90	224	247	224	253	92	157	195
ZANESVILLE	Muskingum, O.....	%U.S.	.0479	.0437	.0453	.0533	.0552	.0483	.0365	.0270	.0254	.0463	.0470	.0485	.0334	.0359	.0628	.0474	.0523	.0482	.0553
		Index	100	91	95	111	115	101	76	56	53	97	98	101	70	75	131	99	109	101	115
Zanesville	Muskingum, O.....	%U.S.	.0258	.0261	.0300	.0278	.0320	.0294	.0224	.0170	.0162	.0393	.0399	.0381	.0296	.0344	.0485	.0422	.0376	.0392	.0492
		Index	100	101	116	108	124	114	87	66	63	152	155	148	115	133	188	164	146	152	191
SOUTH DAKOTA																					
RAPID CITY	Pennington, S.D.....	%U.S.	.0322	.0295	.0325	.0348	.0348	.0340	.0296	.0263	.0205	.0375	.0276	.0404	.0222	.0274	.0299	.0893	.0416	.0661	.0410
		Index	100	92	101	108	107	106	93	82	61	118	86	125	89	85	93	184	129	205	127
Rapid City	Pennington, S.D.....	%U.S.	.0229	.0213	.0257	.0239	.0246	.0247	.0220	.0193	.0151	.0349	.0253	.0353	.0203	.0260	.0294	.0586	.0321	.0617	.0395
		Index	100	93	112	104	107	108	96	84	66	152	110	154	88	114	128	256	140	289	172
SIOUX FALLS	Minnehaha, S.D.....	%U.S.	.0483	.0494	.0524	.0448	.0492	.0583	.0540	.0496	.0394	.0592	.0422	.0492	.0649	.0510	.0508	.0721	.0528	.0926	.0624
		Index	100	100	106	91	100	129	119	101	80	120	86	100	132	103	103	148	107	186	127
Sioux Falls	Minnehaha, S.D.....	%U.S.	.0375	.0383	.0425	.0347	.0381	.0480	.0430	.0399	.0317	.0510	.0386	.0450	.0614	.0505	.0490	.0847	.0393	.0681	.0586
		Index	100	105	113	93	102	128	118	106	85	136	103	120	164	135	131	173	105	182	156

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^{*}The Newspaper Advertising Executives Association has issued an informative brochure called *The Big Plus* which agencies and advertisers can read with profit. Phone Moloney, Regan & Schmitt, Inc.

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NOVEMBER 10, 1956

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Mgr. Gen. Adv.

APPLETON POST-CRESCENT
Appleton, Neenah, Menasha, Wisconsin

The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

METROPOLITAN AREA		ESTIMATES, 1955																				
Area and City	County and State	C. and Index	Pop. 1/1/56	Net EN. Buying Income	Buying Power Index	CONSUMER SPENDING UNITS					Total Income of Units Over \$10,000	RETAIL SALES										
						0 to \$2,499	\$2,500 to \$3,999	\$4,000 to \$5,999	\$6,000 to \$9,999	Over \$10,000		Total	Food	Eating Drink	Gen. Mdse.	Apparel	Furn.-House Radio	Auto-motive	Gas. Serv. Stas.	Lum.-Bldg.-Hdwe.	Drug	
WISCONSIN																						
BELOIT-JANESVILLE	Rock, Wisc.	%U.S. Index	.0608	.0669	.0668	.0472	.0582	.0816	.0780	.0391	.0594	.0705	.0609	.0753	.0596	.0650	.0739	.0706	.0606	.1001	.0591	
		100	110	110	78	96	134	128	97	96	116	100	124	98	107	122	116	160	165	97		
Beloit	Rock, Wisc.	%U.S. Index	.0190	.0228	.0237	.0173	.0190	.0290	.0271	.0185	.0181	.0287	.0263	.0243	.0260	.0336	.0342	.0312	.0237	.0353	.0296	
		100	119	125	91	105	147	143	97	95	151	138	128	137	177	180	184	125	186	156		
APPLETON	Outagamie, Wisc.	%U.S. Index	.0538	.0513	.0541	.0421	.0521	.0560	.0525	.0512	.0510	.0589	.0525	.0484	.0789	.0420	.0678	.0560	.0477	.0705	.0465	
		100	95	101	78	97	104	98	95	95	109	98	90	143	78	126	104	89	131	86		
Appleton	Outagamie, Wisc.	%U.S. Index	.0251	.0290	.0313	.0225	.0259	.0309	.0308	.0320	.0322	.0394	.0357	.0264	.0684	.0369	.0585	.0331	.0237	.0359	.0299	
		100	116	125	90	103	123	123	127	128	157	142	105	273	147	233	132	94	143	119		
EAU CLAIRE	Chippewa, Eau Claire, Wisc.	%U.S. Index	.0621	.0539	.0576	.0560	.0623	.0675	.0617	.0385	.0346	.0612	.0479	.0643	.0690	.0773	.0493	.0597	.0686	.0706	.0464	
		100	87	93	90	100	109	83	59	58	99	77	104	111	124	79	96	110	114	75		
Eau Claire	Eau Claire, Wisc.	%U.S. Index	.0230	.0251	.0262	.0199	.0213	.0327	.0278	.0203	.0196	.0302	.0247	.0277	.0451	.0339	.0312	.0278	.0406	.0246	.0244	
		100	109	114	87	93	142	121	88	86	131	107	120	196	147	136	121	177	107	106		
GREEN BAY	Brown, Wisc.	%U.S. Index	.0649	.0623	.0658	.0474	.0559	.0798	.0665	.0555	.0549	.0723	.0658	.0860	.0815	.0754	.0811	.0639	.0544	.0733	.0569	
		100	96	101	73	86	118	102	86	85	111	101	133	126	116	125	98	84	113	88		
Green Bay	Brown, Wisc.	%U.S. Index	.0343	.0388	.0418	.0257	.0315	.0466	.0403	.0324	.0320	.0551	.0482	.0613	.0752	.0692	.0722	.0440	.0383	.0459	.0476	
		100	107	122	75	92	136	117	94	93	161	141	179	219	202	210	128	112	134	139		
KENOSHA	Kenosha, Wisc.	%U.S. Index	.0501	.0559	.0536	.0268	.0413	.0712	.0647	.0549	.0550	.0522	.0597	.0667	.0319	.0524	.0528	.0452	.0549	.0649	.0537	
		100	112	107	53	82	142	129	110	110	104	119	133	84	105	105	92	110	130	107		
Kenosha	Kenosha, Wisc.	%U.S. Index	.0350	.0419	.0415	.0184	.0292	.0536	.0491	.0424	.0426	.0452	.0527	.0463	.0271	.0519	.0519	.0437	.0475	.0464	.0521	
		100	120	119	53	83	153	140	121	122	129	151	132	77	148	148	125	136	133	149		
LA CROSSE	La Crosse, Wisc.	%U.S. Index	.0440	.0433	.0451	.0379	.0439	.0514	.0453	.0369	.0361	.0489	.0444	.0621	.0544	.0514	.0493	.0424	.0425	.0494	.0300	
		100	98	103	86	100	117	103	84	82	111	101	141	124	117	112	96	97	112	88		
La Crosse	La Crosse, Wisc.	%U.S. Index	.0300	.0324	.0349	.0275	.0314	.0381	.0348	.0286	.0281	.0424	.0392	.0510	.0482	.0499	.0457	.0357	.0351	.0399	.0268	
		100	106	116	92	105	127	116	95	94	141	131	170	161	168	152	119	117	133	88		

Milwaukee has MORE consumer units with the money for good living

Here are the 25 largest U. S. counties (in population) and their ranking in the percentage of consumer spending units in each income group—from Sales Management Survey of Buying Power, 1956.

Under \$4,000		\$4,000 and Over		\$4,000 to \$6,999		\$7,000 and Over	
COUNTY	%	COUNTY	%	COUNTY	%	COUNTY	%
Dade, Fla.....	56.9	Nassau, N. Y.....	70.3	MILWAUKEE, WIS.	42.2	Nassau, N. Y.....	33.3
Suffolk, Mass.....	55.2	Wayne, Mich.....	64.6	Wayne, Mich.....	41.4	Cook, Ill.....	23.8
San Diego, Cal.....	54.2	MILWAUKEE, WIS.	62.5	Erie, N. Y.....	39.8	Wayne, Mich.....	23.2
Philadelphia, Pa.....	51.3	Cuyahoga, Ohio.....	61.0	Cuyahoga, Ohio.....	38.8	Essex, N. J.....	23.0
Hamilton, Ohio.....	50.8	Cook, Ill.....	60.9	Cook, Ill.....	37.1	Cuyahoga, Ohio.....	22.2
Baltimore, Md.....	49.5	Essex, N. J.....	58.7	King, Wash.....	37.1	MILWAUKEE, WIS.	20.3
St. Louis, Mo.....	49.2	Erie, N. Y.....	56.6	Nassau, N. Y.....	37.0	Dist. of Columbia.....	20.2
Dist. of Columbia.....	49.1	Alameda, Cal.....	55.5	Hennepin, Minn.....	37.0	Alameda, Cal.....	19.4
San Francisco, Cal.....	48.8	King, Wash.....	55.3	Allegheny, Pa.....	36.5	New York City.....	19.3
Dallas, Tex.....	48.8	Hennepin, Minn.....	55.2	Alameda, Cal.....	36.1	Middlesex, Mass.....	18.5
Harris, Tex.....	47.4	Allegheny, Pa.....	54.5	Essex, N. J.....	35.7	Dallas, Tex.....	18.4
New York City.....	47.1	Middlesex, Mass.....	54.1	Middlesex, Mass.....	35.6	San Francisco, Cal.....	18.3
Los Angeles, Cal.....	46.8	Los Angeles, Cal.....	53.2	Los Angeles, Cal.....	34.9	Los Angeles, Cal.....	18.3
Middlesex, Mass.....	45.9	New York City.....	52.9	Harris, Tex.....	34.7	Hennepin, Minn.....	18.2
Allegheny, Pa.....	45.5	Harris, Tex.....	52.6	St. Louis, Mo.....	34.3	King, Wash.....	18.2
Hennepin, Minn.....	44.8	Dallas, Tex.....	51.2	Baltimore, Md.....	33.9	Allegheny, Pa.....	18.0
King, Wash.....	44.7	San Francisco, Cal.....	51.2	Hamilton, Ohio.....	33.7	Harris, Tex.....	17.9
Alameda, Calif.....	44.5	Dist. of Columbia.....	50.9	New York City.....	33.6	Erie, N. Y.....	16.8
Erie, N. Y.....	43.4	St. Louis, Mo.....	50.8	Philadelphia, Pa.....	33.4	Baltimore, Md.....	16.6
Essex, N. J.....	41.3	Baltimore, Md.....	50.5	San Francisco, Cal.....	32.9	St. Louis, Mo.....	16.5
Cook, Ill.....	39.1	Hamilton, Ohio.....	49.2	Dallas, Tex.....	32.8	Hamilton, Ohio.....	15.5
Cuyahoga, Ohio.....	39.0	Philadelphia, Pa.....	48.7	San Diego, Cal.....	32.3	Philadelphia, Pa.....	15.3
MILWAUKEE, WIS.	37.5	San Diego, Cal.....	45.8	Suffolk, Mass.....	31.7	Dade, Fla.....	14.5
Wayne, Mich.....	35.4	Suffolk, Mass.....	44.8	Dist. of Columbia.....	30.7	San Diego, Cal.....	13.5
Nassau, N. Y.....	29.7	Dade, Fla.....	43.1	Dade, Fla.....	28.6	Suffolk, Mass.....	13.1

In this better-income market with 1,100,000 now in the metropolitan area, The Milwaukee Journal is read regularly in 9 out of 10 homes.

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The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

METROPOLITAN AREA		SM ESTIMATES, 1955																				
Area and City	County and State	% and Index	Pop. 1/1/56	Net Est. Buying Income	CONSUMER SPENDING UNITS						Total Income of Units Over \$10,000	RETAIL SALES										
					Buying Power Index	\$ to \$2,499	\$2,500 to \$3,999	\$4,000 to \$5,999	\$7,000 to \$9,999	Over \$10,000		Total	Food	Eat-ing Drink	Gen. Mdse.	Ap- parel	Furn.- House Radio	Auto- motive	Gas. Serv. Stas.	Lum.- Bldg.- Hdwe.	Drugs	
WISCONSIN																						
MADISON	Dane, Wisc.	%U.S. Index	.1114	.1328	.1284	.1316	.1218	.1278	.1439	.1506	.1515	.1323	.1120	.1589	.1067	.1412	.1244	.1270	.1253	.2110	.1746	
		100	119	115	118	109	115	129	135	136	138	119	101	143	96	127	112	114	112	189	157	
Madison	Dane, Wisc.	%U.S. Index	.0706	.0883	.0825	.1025	.0884	.0829	.1078	.1121	.1128	.0874	.0793	.1037	.0817	.1316	.1043	.0995	.0865	.1096	.1507	
		100	139	131	145	125	132	153	159	160	160	139	112	147	130	186	148	141	123	155	213	
MANITOWOC-TWO RIVERS	Manitowoc, Wis.	%U.S. Index	.0423	.0396	.0407	.0367	.0466	.0470	.0349	.0317	.0308	.0416	.0398	.0824	.0352	.0240	.0440	.0411	.0338	.0623	.0208	
		100	94	96	87	110	113	83	75	73	73	98	94	124	83	57	104	97	80	124	49	
MILWAUKEE	Milwaukee, Wis.	%U.S. Index	.5824	.7203	.6773	.3665	.4720	.8280	.8774	.8232	.8388	.6692	.6668	.8364	.8707	.6674	.6678	.6012	.7844	.4519	.8473	
		100	124	116	83	81	142	151	141	144	144	115	114	144	150	115	115	103	131	78	111	
Milwaukee	Milwaukee, Wis.	%U.S. Index	.4312	.5218	.5101	.3028	.3851	.6419	.6332	.5069	.5078	.5432	.5104	.7016	.8346	.5867	.6137	.4892	.4121	.3363	.5174	
		100	121	118	70	88	149	147	118	118	118	126	118	163	194	136	142	108	96	78	120	
West Allis	Milwaukee, Wis.	%U.S. Index	.0396	.0473	.0474	.0152	.0266	.0597	.0643	.0492	.0499	.0526	.0526	.0482	.0182	.0232	.0173	.0618	.0248	7.0219	.0324	
		100	119	120	38	67	151	162	124	126	133	133	122	46	59	44	156	628	55	82		
OSHKOSH	Winnebago, Wis.	%U.S. Index	.0592	.0588	.0694	.0443	.0608	.0688	.0594	.0540	.0534	.0605	.0593	.0782	.0776	.0434	.0675	.0462	.0534	.0672	.0484	
		100	99	100	75	103	116	100	91	90	90	102	100	129	131	73	114	78	90	114	82	
Oshkosh	Winnebago, Wis.	%U.S. Index	.0262	.0271	.0300	.0229	.0298	.0308	.0268	.0245	.0241	.0373	.0344	.0394	.0669	.0306	.0405	.0311	.0287	.0212	.0313	
		100	103	115	87	114	118	102	94	92	92	142	131	150	255	117	155	119	110	81	119	
RACINE	Racine, Wisc.	%U.S. Index	.0720	.0861	.0812	.0389	.0518	.1014	.1096	.0971	.0889	.0791	.0846	.0817	.0501	.0708	.0920	.0729	.0820	.1068	.0897	
		100	120	113	54	72	141	153	135	137	110	118	113	70	98	128	101	114	148	125		
Racine	Racine, Wisc.	%U.S. Index	.0473	.0600	.0678	.0254	.0346	.0723	.0802	.0683	.0699	.0599	.0657	.0574	.0402	.0626	.0802	.0585	.0623	.0498	.0789	
		100	129	122	54	73	153	170	144	148	125	139	121	85	132	170	124	132	105	167		
SHEBOYGAN	Sheboygan, Wis.	%U.S. Index	.0505	.0614	.0507	.0351	.0489	.0633	.0532	.0461	.0455	.0495	.0483	.0573	.0656	.0258	.0404	.0401	.0512	.0724	.0380	
		100	102	100	70	97	125	105	91	90	90	96	96	113	130	51	80	79	101	143	75	
Sheboygan	Sheboygan, Wis.	%U.S. Index	.0266	.0291	.0303	.0165	.0249	.0367	.0306	.0278	.0278	.0346	.0346	.0381	.0573	.0233	.0297	.0265	.0389	.0388	.0295	
		100	190	114	62	94	138	115	105	105	130	130	143	215	88	112	100	139	138	111		

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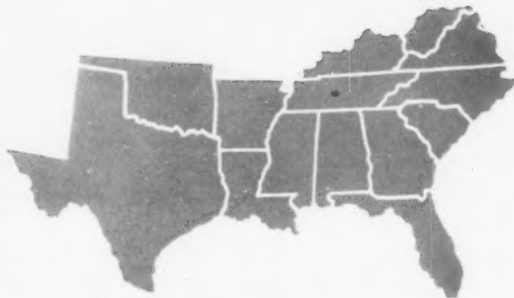
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The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

METROPOLITAN AREA		% and Index	Pop. 1/1/56	Net Br. Buy- ing In- come	Buy- ing Power Index	CONSUMER SPENDING UNITS					Total In- come of Units Over \$10,000	RETAIL SALES										
Area and City	County and State					0 to \$2,499	\$2,500 to \$3,999	\$4,000 to \$5,999	\$7,000 to \$9,999	Over \$10,000		Total	Food	Eat- ing Drink	Gen. Mdse.	Ap- parel	Furn- iture Radio	Auto- motive	Gas, Serv. Stat.	Lum.- Bldg.- Hdwe.	Drug	
ALABAMA																						
ANNISTON	Calhoun, Ala.	%U.S. .0529	.0360	.0407	.0563	.0586	.0379	.0252	.0208	.0189	.0402	.0447	.0324	.0371	.0430	.0533	.0511	.0451	.0250	.0285		
		Index 100	68	77	107	111	72	48	39	36	76	84	61	70	81	101	87	85	47	54		
Anniston	Calhoun, Ala.	%U.S. .0206	.0189	.0223	.0220	.0247	.0174	.0129	.0130	.0125	.0324	.0319	.0269	.0328	.0363	.0426	.0460	.0265	.0202	.0181		
		Index 100	82	106	107	120	84	63	63	61	157	155	131	159	176	206	223	129	98	88		
BIRMINGHAM	Jefferson, Ala.	%U.S. .3695	.3349	.3396	.3576	.4427	.3372	.3075	.2914	.2841	.3276	.3419	.2333	.3861	.3667	.3075	.3938	.2773	.1738	.3007		
		Index 100	91	92	97	120	91	83	79	77	89	93	63	104	99	83	107	75	47	81		
Birmingham	Jefferson, Ala.	%U.S. .2174	.2012	.2225	.2202	.2607	.2071	.1899	.1682	.1632	.2613	.2373	.1813	.3224	.3213	.2579	.3475	.6110	.1413	.2242		
		Index 100	93	102	101	120	95	87	77	75	120	109	83	148	148	119	160	83	65	103		
FLORENCE-SHEFFIELD-TUSCUMBIA-MUSCLE SH'LS	Colbert, Lauderdale, Ala.	%U.S. .0604	.0401	.0457	.0726	.0603	.0423	.0291	.0227	.0204	.0453	.0481	.0224	.0439	.0430	.0441	.0606	.0390	.0486	.0439		
		Index 100	66	76	120	100	70	48	38	34	75	80	37	73	71	73	100	65	80	73		
GADSDEN	Etowah, Ala.	%U.S. .0622	.0453	.0484	.0591	.0702	.0496	.0372	.0267	.0245	.0441	.0530	.0200	.0417	.0482	.0531	.0491	.0529	.0422	.0430		
		Index 100	73	78	95	113	80	60	43	39	71	85	32	67	74	85	79	85	68	69		
Gadsden	Etowah, Ala.	%U.S. .0385	.0317	.0341	.0359	.0464	.0355	.0277	.0203	.0191	.0350	.0391	.0163	.0388	.0447	.0467	.0431	.0300	.0258	.0329		
		Index 100	82	89	93	121	92	72	53	50	91	102	42	101	116	121	112	78	67	85		
MOBILE	Mobile, Ala.	%U.S. .1606	.1266	.1376	.1822	.1710	.1303	.1071	.0940	.0896	.1407	.1561	.1069	.1370	.1616	.1547	.1534	.1313	.1026	.1652		
		Index 100	79	86	113	106	81	67	59	56	88	97	68	85	101	96	96	82	64	103		
Mobile	Mobile, Ala.	%U.S. .0917	.0811	.0917	.1101	.1015	.0822	.0734	.0667	.0644	.1093	.1034	.0880	.1133	.1466	.1334	.1273	.0774	.0786	.1261		
		Index 100	88	100	120	111	90	80	73	70	119	113	96	124	160	145	139	84	86	138		
MONTGOMERY	Montgomery, Ala.	%U.S. .0938	.0794	.0869	.1264	.0964	.0689	.0795	.0717	.0696	.0949	.0775	.0704	.1010	.1197	.1014	.1156	.0952	.0650	.0874		
		Index 100	85	93	135	103	73	85	76	74	101	83	75	108	126	108	123	101	69	93		
Montgomery	Montgomery, Ala.	%U.S. .0744	.0691	.0772	.1052	.0834	.0601	.0703	.0631	.0615	.0926	.0741	.0645	.0988	.1195	.1014	.1147	.0878	.0635	.0865		
		Index 100	93	104	141	112	81	94	85	83	124	100	87	133	161	136	154	118	85	116		
ARKANSAS																						
FORT SMITH	Sebastian, Ark.	%U.S. .0434	.0345	.0412	.0530	.0528	.0342	.0214	.0280	.0268	.0509	.0439	.0424	.0519	.0523	.0438	.0666	.0490	.0586	.0471		
		Index 100	79	95	122	122	79	49	65	62	117	101	98	120	121	101	153	113	135	109		
Fort Smith	Sebastian, Ark.	%U.S. .0343	.0287	.0359	.0422	.0426	.0286	.0182	.0240	.0231	.0490	.0407	.0408	.0479	.0523	.0423	.0660	.0447	.0583	.0452		
		Index 100	84	105	123	125	83	53	70	67	143	119	119	140	152	123	192	130	170	132		
LITTLE ROCK-N. LITTLE ROCK	Pulaski, Ark.	%U.S. .1453	.1259	.1323	.1691	.1606	.1247	.1125	.1109	.1076	.1344	.1205	.1190	.1791	.1068	.1239	.1613	.1304	.1036	.1418		
		Index 100	87	91	116	111	86	77	76	74	92	83	82	123	75	85	111	90	71	96		
Little Rock	Pulaski, Ark.	%U.S. .0709	.0725	.0804	.0885	.0836	.0693	.0691	.0732	.0723	.1000	.0863	.0941	.1643	.0957	.0649	.1060	.0778	.0680	.1147		
		Index 100	102	113	125	118	98	97	103	102	141	122	133	232	135	126	150	110	96	162		
N. Little Rock	Pulaski, Ark.	%U.S. .0307	.0238	.0271	.0339	.0350	.0261	.0191	.0154	.0144	.0301	.0260	.0215	.0119	.0120	.0369	.0539	.0438	.0307	.0193		
		Index 100	78	88	110	114	85	62	50	47	98	85	70	39	39	120	176	143	100	63		
TEXARKANA	Miller, Ark.	%U.S. .0642	.0412	.0474	.0618	.0706	.0417	.0288	.0194	.0165	.0463	.0426	.0358	.0495	.0453	.0426	.0474	.0714	.0347	.0519		
	Bowie, Tex.	Index 100	64	74	127	110	65	45	30	28	72	66	56	77	71	68	74	111	54	81		

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METROPOLITAN AREA		ESTIMATES, 1955																				
Area and City	County and State	% and Index	Pop. 1/1/55	Net Eff. Buying Income	Buying Power Index	CONSUMER SPENDING UNITS						Total In-core of Units Over \$10,000	RETAIL SALES									
						\$2,499 to \$3,999	\$4,000 to \$5,999	\$6,000 to \$7,999	\$8,000 to \$9,999	\$10,000 to \$14,999	Total		Food	Enting Drink	Gen. Mdse.	Apparel	Furn.-House Radio	Auto-motive	Gas. Serv. Stas.	Lum.-Bldg.-Hdwe.	Drug	
FLORIDA																						
DAYTONA BEACH	Volusia, Fla.	%U.S. Index	.0657 100	.0489 88	.0543 97	.0657 172	.0721 129	.0397 71	.0347 82	.0407 73	.0390 70	.0626 112	.0558 100	.0971 174	.0463 83	.0628 113	.0763 137	.0575 103	.0811 146	.0630 113	.0961 173	
		%U.S. Index	.0234 100	.0226 97	.0270 115	.0417 178	.0324 138	.0177 76	.0164 70	.0210 90	.0203 87	.0367 157	.0276 118	.0569 243	.0354 151	.0490 209	.0499 196	.0385 156	.0363 155	.0324 138	.0557 238	
FORT LAUDERDALE	Broward, Fla.	%U.S. Index	.1041 100	.1034 99	.1172 113	.1268 122	.1180 113	.0928 89	.0838 80	.1170 112	.1166 112	.1487 143	.1400 134	.2184 210	.0930 89	.2080 198	.2045 196	.1558 150	.1258 121	.1348 129	.1885 181	
		%U.S. Index	.0408 100	.0449 110	.0571 140	.0520 129	.0491 120	.0403 99	.0373 91	.0526 129	.0529 130	.0682 216	.0654 240	.0979 180	.0734 160	.1525 374	.1427 350	.0972 238	.0631 155	.0689 218	.0996 244	
Hollywood	Broward, Fla.	%U.S. Index	.0150 100	.0171 114	.0200 133	.0191 127	.0183 122	.0146 93	.0140 87	.0216 144	.0219 146	.0283 203	.0305 226	.0339 241	.0126 84	.0391 261	.0386 257	.0332 221	.0199 133	.0221 147	.0436 291	
		%U.S. Index	.2400 100	.2158 90	.2382 98	.2664 111	.2738 114	.2166 90	.1958 82	.1835 78	.1781 74	.2676 112	.2811 117	.2188 91	.1828 76	.3113 130	.2730 114	.3559 148	.2226 93	.1804 75	.2970 124	
JACKSONVILLE	Duval, Fla.	%U.S. Index	.1364 100	.1259 92	.1591 117	.1652 121	.1674 123	.1230 90	.1112 82	.1047 77	.1011 74	.2296 168	.2078 152	.1678 123	.1727 127	.3048 2514	.2514 3388	.1631 1409	.1409 120	.103 103	.2337 171	
		%U.S. Index	.0965 100	.0753 78	.0838 87	.1130 117	.1100 114	.0682 71	.0537 56	.0660 68	.0638 66	.0893 93	.1015 105	.0611 83	.0512 53	.0834 86	.1062 110	.1020 106	.1117 116	.0997 103	.0915 95	
LAKELAND	Polk, Fla.	%U.S. Index	.0243 100	.0241 99	.0278 114	.0369 152	.0309 127	.0211 87	.0190 78	.0236 97	.0231 95	.0364 151	.0366 151	.0191 79	.0338 139	.0449 185	.0423 174	.0486 200	.0317 130	.0334 137	.0348 143	
		%U.S. Index																				

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Mining
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METROPOLITAN AREA		ESTIMATES, 1955																				
Area and City	County and State	% and Index	Pop. 1/1/56	Net ER. Buy- ing In- come	Buy- ing Power Index	CONSUMER SPENDING UNITS						Total In- come of Units Over \$10,000	RETAIL SALES									
						\$2,499 to \$3,999	\$4,000 to \$5,999	\$6,000 to \$9,999	Over \$10,000	Total	Food		Eat- ing Drink	Gen. Mde.	Appa- rel	Furn- iture Radio	Auto- motive	Gas. Serv. Stas.	Lum.- Bldg.- Hdwr.	Drug		
FLORIDA																						
MIAMI	Dade, Fla.	%U.S. Index	.4485	.5219	.5338	.5279	.5428	.4776	.4723	.6171	.6233	.6107	.5647	.9104	.4771	.9289	.6994	.6406	.4962	.5445	.7168	
		100	116	119	118	121	106	105	138	139	136	126	203	106	207	156	143	111	121	160		
		%U.S. Index	.1853	.2126	.2590	.2420	.2470	.2061	.1950	.2101	.2076	.3853	.3232	.4587	.4220	.4814	.4766	.5013	.2791	.2509	.3707	
Miami	Dade, Fla.	100	115	140	131	133	111	105	113	112	208	174	248	228	260	257	271	151	135	200		
		%U.S. Index	.0345	.0610	.0594	.0500	.0457	.0398	.0476	.1136	.1223	.0733	.0806	.2351	.0148	.3314	.0435	.0153	.0390	.0118	.1372	
		100	177	172	145	132	104	138	329	354	212	176	681	43	961	126	44	113	34	398		
Coral Gables	Dade, Fla.	%U.S. Index	.0158	.0262	.0275	.0256	.0189	.0140	.0235	.0490	.0627	.0376	.0344	.0354	.0095	.0664	.0439	.0383	.0224	.0863	.0367	
		100	168	176	164	108	80	151	314	338	241	221	227	61	426	261	252	144	553	235		
ORLANDO	Orange, Fla.	%U.S. Index	.1070	.0860	.1113	.1445	.1350	.0832	.0767	.0928	.0902	.1366	.1169	.1162	.1225	.2351	.1467	.1437	.1545	.1524	.1313	
		100	92	104	135	126	80	72	87	84	128	109	109	114	220	137	134	144	142	123		
		%U.S. Index	.0410	.0434	.0614	.0579	.0543	.0364	.0375	.0461	.0458	.1051	.0897	.0785	.1143	.2251	.1252	.1310	.0683	.1015	.0829	
PENSACOLA	Escambia, Fla.	%U.S. Index	.0985	.0763	.0789	.1153	.1055	.0831	.0641	.0467	.0433	.0702	.0707	.0675	.0651	.0825	.0835	.0915	.0683	.0478	.0889	
		100	77	80	117	107	84	65	47	44	71	72	89	56	84	85	93	89	49	70		
		%U.S. Index	.0358	.0287	.0382	.0456	.0411	.0285	.0219	.0209	.0199	.0555	.0468	.0375	.0483	.0791	.0663	.0660	.0395	.0281	.0620	
TAMPA-ST. PETERSBURG	Hillsborough, Fla.	%U.S. Index	.3334	.2959	.3247	.4574	.4266	.2717	.2204	.2472	.2384	.3671	.3346	.4035	.4221	.3038	.3395	.3856	.3395	.3816	.4276	
		100	89	97	137	128	81	66	74	72	110	100	121	127	91	102	116	102	114	128		
		%U.S. Index	.1421	.1242	.1425	.1924	.1869	.1179	.0931	.0927	.0883	.1742	.1636	.1873	.1826	.1495	.1790	.2069	.1550	.1327	.2215	
St. Petersburg	Pinellas, Fla.	%U.S. Index	.0624	.0671	.0961	.1362	.1206	.0770	.0641	.0800	.0776	.1203	.0881	.1191	.2038	.1047	.0696	.1119	.0994	.1599	.1261	
		100	108	117	165	146	93	78	97	94	148	107	145	247	127	109	136	121	194	153		
		%U.S. Index	.0162	.0178	.0220	.0233	.0217	.0153	.0139	.0197	.0198	.0328	.0296	.0296	.0174	.0277	.0365	.0464	.0254	.0561	.0390	
W. PALM BEACH	Palm Beach, Fla.	%U.S. Index	.0099	.0922	.1029	.1579	.1274	.0763	.0651	.0887	.0885	.1225	.1116	.1434	.0589	.1946	.1896	.1258	.1193	.1005	.1306	
		100	92	103	158	128	76	65	89	87	123	112	144	57	195	190	126	119	101	131		
		%U.S. Index	.0316	.0304	.0412	.0462	.0428	.0288	.0229	.0277	.0269	.0656	.0538	.0569	.0393	.0494	.1165	.0920	.0475	.0522	.0696	
W. Palm Beach	Palm Beach, Fla.	100	96	130	146	135	85	72	88	85	206	170	180	124	300	369	291	150	165	220		

NATION'S BUSIEST SALES SPOT!

In 1948-54 census period, Orlando outgained every standard metropolitan area in the nation in retail sales. Orlando doubled — went up 100% and is still skyrocketing — 137% above the 1948 level!

The far-flung drawing power of Orlando's stores serves a market much greater than the metropolitan area — actually a 5-county market of 430,500 people . . . spending \$507,120,000 for retail goods . . . who look to Orlando for their news and shopping center — FLORIDA'S 4TH MARKET!

The Orlando Sentinel-Star outnumbers any Tampa, Miami or Jacksonville paper 4 to 1 in this market, and outnumbers their combined circulation 2 to 1. It takes coverage to sell merchandise and the Orlando Sentinel-Star has the coverage!

ORLANDO FLORIDA

Florida's Busiest Metropolitan Sales Center

	Sales Per- cent	Rank among Florida Metro Centers	Rank among all Metro Cities
Total Retail Sales	256	1	18
Food Sales	170	2	79
Eating & Drinking Plcs.	191	4	40
Genl. Mde.	279	1	35
Apparel	549	1	8
Furn-Hshld	305	3	26
Automotive	320	1	23
Gas Station	169	1	66
Lumb-Bldg	248	1	21
Drug	227	3	52

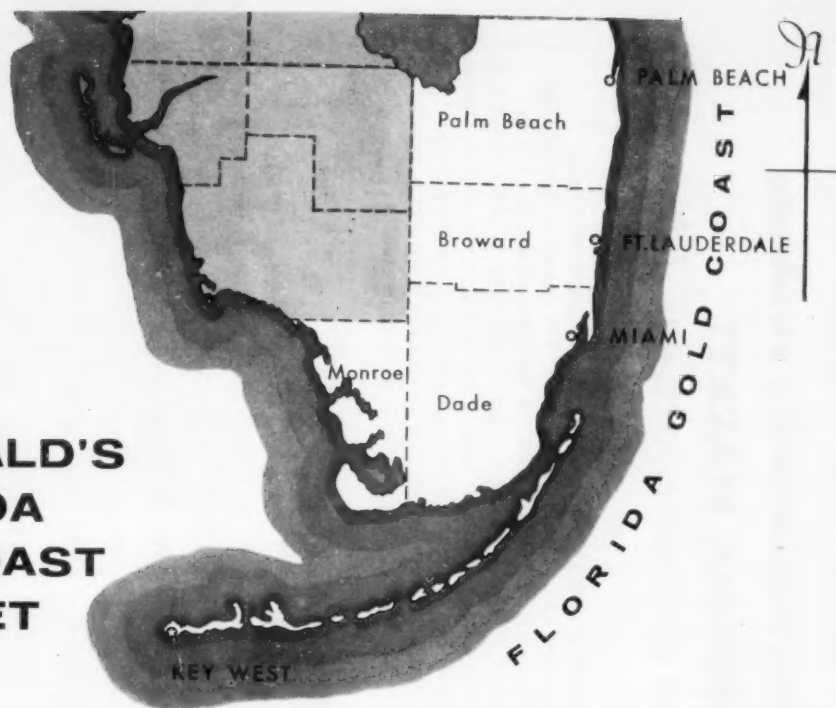
Orlando (FLORIDA) Sentinel-Star

MARTIN ANDERSEN

Editor & Sole Owner & No. 1 Galley Boy

Nat. Rep. Burke,
Kuipers & Mahoney

THE HERALD'S FLORIDA GOLD COAST MARKET



12th IN THE NATION *in retail sales**

RETAIL SALES (1955)

\$1,675,083,000

**SALES
per
FAMILY
\$4794**

(1955 U.S. average \$3818)

POPULATION (1/1/54)

1,134,000

29% of the State's total

NUMBER of FAMILIES

349,400

**EFFECTIVE
BUYING
INCOME
per family
\$5688**

(1955 U.S. average \$5465)

ONE newspaper—The MIAMI HERALD—blankets America's fastest-growing major market and at one *low* cost sells the entire Gold Coast—plus a bonus of 3 million free-spending tourists a year.

In Retail Display Advertising, The HERALD leads Miami's second paper 2 to 1—leadership based on results!

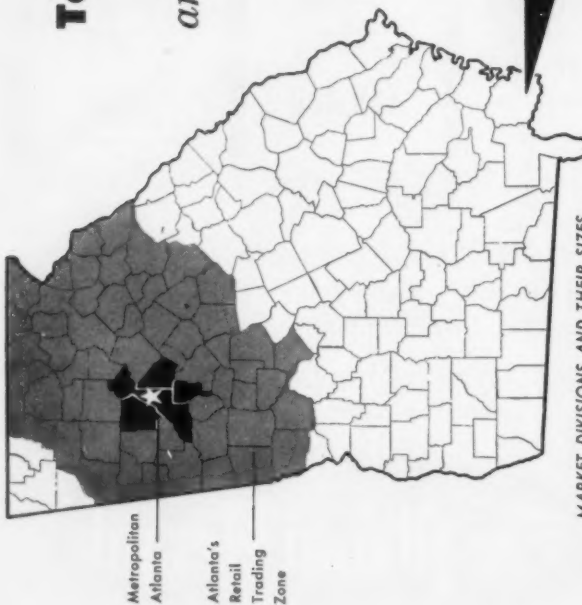
The Miami Herald

John S. Knight, Publisher

*compared with Metropolitan Market Areas,
Sales Management, 1956 Survey of Buying Power

The first "TOP 10 BRANDS" Survey of Greater Miami Market —by family—preferences in food, beverages, household products, drug sundries, toiletries, appliances, automobiles, and other products. Write for your copy now.

Story, Brooks & Finley, National Representatives



To help you more accurately evaluate THE GEORGIA MARKET and get the most for your advertising dollar

Mass movement of goods in Georgia demands that major advertising effort be concentrated on Metropolitan Atlanta. This densely populated, high-income area accounts for ONE THIRD of Georgia's retail sales. Add in Atlanta's Retail Trading Zone and you get OVER ONE HALF (53.9%) of Georgia's retail sales. The Atlanta Journal and Constitution dominates this mass market for you. But *in addition* these newspapers give you a state-wide readership of remarkable intensity. Few newspapers in the nation, none in Dixie, enable you to concentrate so heavily on an entire state.

MARKET DIVISIONS AND THEIR SIZES

	POPULATION	% of State	FAMILIES	% of State	COMBINED DAILY	% Family Coverage	SUNDAY	% Family Coverage	RETAIL SALES	% of State	EFFECTIVE NET BUYING INCOME	% of State
Atlanta 4-county Metropolitan area	869,014	23.16	260,000	26.17	270,963	100.0	220,559	84.8	\$1,102,208,000	33.34	\$1,400,670,000	32.03
Rtl. Trading Zone and MET. ATLANTA (40 county area)	1,787,214	47.63	494,700	49.79	357,272	72.2	334,158	67.5	\$1,782,180,000	53.91	\$2,275,114,000	52.03
Georgia The entire state, 159 counties total	3,752,314	100.00	993,500	100.00	427,663	43.0	452,105	45.5	\$3,305,686,000	100.00	\$4,373,002,000	100.00

Atlanta Journal - Constitution Circulation and Family Coverage

SALES GUIDES TO THE MARKET

	POPULATION	% of State	FAMILIES	% of State	COMBINED DAILY	% Family Coverage	SUNDAY	% Family Coverage	RETAIL SALES	% of State	EFFECTIVE NET BUYING INCOME	% of State
Atlanta 4-county Metropolitan area	869,014	23.16	260,000	26.17	270,963	100.0	220,559	84.8	\$1,102,208,000	33.34	\$1,400,670,000	32.03
Rtl. Trading Zone and MET. ATLANTA (40 county area)	1,787,214	47.63	494,700	49.79	357,272	72.2	334,158	67.5	\$1,782,180,000	53.91	\$2,275,114,000	52.03
Georgia The entire state, 159 counties total	3,752,314	100.00	993,500	100.00	427,663	43.0	452,105	45.5	\$3,305,686,000	100.00	\$4,373,002,000	100.00

Greatest Circulation in the South

ABC Publisher's Statement, 2/31/56

449,335 DAILY 506,205 SUNDAY

CHART SOURCES: ABC Audit, 18 mos. ending Sept. 30, 1955, Sales Management Survey of Buying Power, 5/10/56, Metropolitan Planning Comm. official estimate April 1, 1956.

The Atlanta Journal
Covers Dixie Like the Dew
THE ATLANTA CONSTITUTION

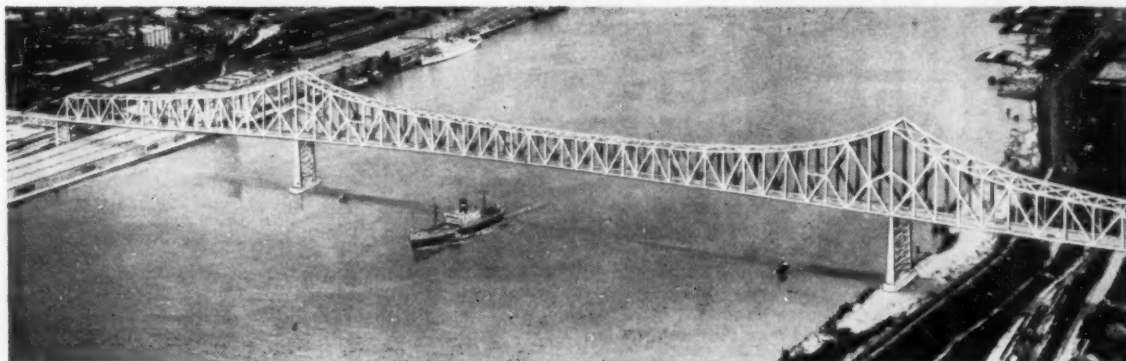
The South's Standard Newspaper

Represented
by
Kelly-Smith
Company

The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

METROPOLITAN AREA			SM ESTIMATES, 1955																			
Area and City	County and State	% and Index	Pop. 1/1/56	Net Eff. Buying In- come	Buy- ing Power Index	CONSUMER SPENDING UNITS						Total In- come of Units Over \$10,000	RETAIL SALES									
						0 to \$2,499	\$2,500 to \$3,999	\$4,000 to \$5,999	\$7,000 to \$9,999	Over \$10,000	Total		Food	Eat- ing Drink	Gen. Mds.	App- arel	Furn- House Radio	Auto- motive	Gas. Serv. Stas.	Lum.- Bldg.- Hdwe.	Drug	
GEORGIA																						
ATLANTA	Cobb, De Kalb, Fulton, Ga.	%U.S. Index	.4698	.5124	.5268	.4941	.5457	.4539	.5019	.5471	.5497	.5890	.5098	.4104	1.0894	.5192	.4809	.5596	.5220	.4584	.6409	
	Atlanta	%U.S. Index	.2955	.3321	.3628	.3461	.3705	.2876	.3170	.3497	.3486	.4588	.3477	.3312	.9832	.4618	.3766	.3752	.3335	.3436	.4717	
Decatur	De Kalb, Ga.	%U.S. Index	.0153	.0205	.0226	.0124	.0123	.0156	.0254	.0296	.0312	.0308	.0358	.0041	.0219	.0131	.0170	.0601	.0317	.0170	.0360	
			100	134	148	81	86	102	166	193	204	201	234	27	143	86	111	393	207	111	235	
AUGUSTA	Richmond, Ga.	%U.S. Index	.1589	.1265	.1282	.2237	.1921	.1133	.0959	.0808	.0748	.1109	.1289	.0944	.1141	.1053	.1160	.1206	.1299	.0650	.1078	
	Augusta	%U.S. Index	.0594	.0508	.0612	.0813	.0756	.0446	.0394	.0355	.0335	.0798	.0834	.0739	.0996	.0912	.0878	.0876	.0631	.0433	.0895	
COLUMBUS	Russell, Ala. Chattahoochee, Muscogee, Ga.	%U.S. Index	.1331	.1240	.1173	.3580	.1594	.0885	.0778	.0736	.0699	.0953	.0966	.0791	.1049	.1180	.1178	.0989	.1116	.0395	.0660	
	Columbus	%U.S. Index	.0566	.0528	.0612	.0652	.0682	.0495	.0410	.0466	.0454	.0784	.0719	.0548	.0699	.1104	.1118	.0857	.0753	.0308	.0811	
MACON	Bibb, Houston, Ga.	%U.S. Index	.0936	.0787	.0849	.1131	.1078	.0782	.0626	.0528	.0497	.0897	.0883	.0656	.0919	.1006	.0941	.0975	.1023	.0861	.1028	
	Macon	%U.S. Index	.0484	.0467	.0549	.0689	.0636	.0423	.0363	.0368	.0354	.0723	.0682	.0461	.0690	.0933	.0684	.0764	.0737	.0496	.0819	
SAVANNAH	Chatham, Ga.	%U.S. Index	.0992	.0860	.0890	.1316	.1203	.0804	.0673	.0604	.0573	.0875	.0889	.0795	.0634	.1201	.1080	.0913	.1031	.0504	.0898	
	Savannah	%U.S. Index	.0783	.0692	.0752	.1036	.0966	.0645	.0553	.0494	.0469	.0631	.0802	.0709	.0822	.1201	.1016	.0904	.0869	.0480	.0832	
KENTUCKY																						
LEXINGTON	Fayette, Ky.	%U.S. Index	.0175	.0692	.0714	.0959	.0857	.0593	.0575	.0699	.0691	.0749	.0608	.0564	.0936	.1121	.0723	.0634	.0701	.0811	.0879	

Big New Orleans market gets bigger!



In one way—new downtown bridge across the Mississippi river to link city with rapidly developing West Bank. Well under way, the \$59 million span—said to be largest cantilever in U. S.—is expected to be completed in December, 1957. This is artist's conception of what will be the second bridge across Mississippi in metropolitan New Orleans.

CIRCULATION

DAILY 288,312

SUNDAY 281,973

A. B. C. Publishers Statement 1st Qtr. 1956

The Times-Picayune
NEW ORLEANS STATES

NATIONALLY REPRESENTED BY JANN & KELLEY, INC.

NOVEMBER 10, 1956

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The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

METROPOLITAN AREA			ESTIMATES, 1955																				
Area and City	County and State	% and Index	Pop. 1/1/56	Net Eff. Buying Income	Buy- ing Power Index	CONSUMER SPENDING UNITS						Total In- come of Units Over \$10,000	RETAIL SALES										
						\$2,499 to \$2,999	\$3,000 to \$3,999	\$4,000 to \$4,999	\$5,000 to \$5,999	\$6,000 to \$6,999	\$7,000 to \$7,999		Over \$10,000	Total	Food	Eat- ing Drink	Gen. Mdsse.	Ap- parel	Furn- House Radio	Auto- motive	Gas, Serv. Stas.	Lum.- Bldg.- Hdwe.	Drugs
KENTUCKY																							
Lexington.....	Fayette, Ky.	%U.S. .0349	.0343	.0448	.0614	.0493	.0268	.0253	.0262	.0270	.0688	.0489	.0473	.0922	.1119	.0635	.0626	.0694	.0778	.0818			
		Index 100	98	128	178	141	83	72	81	77	197	140	136	264	321	182	179	170	222	234			
LOUISVILLE	Clark, Floyd, Ind.	%U.S. .4073	.4207	.4180	.3482	.4326	.4445	.4183	.4084	.4082	.4206	.4131	.4762	.4302	.4198	.3818	.4690	.3915	.3354	.5529			
	Jefferson, Ky.	Index 100	103	103	86	106	109	103	100	99	103	101	117	106	102	94	115	98	82	138			
Louisville.....	Jefferson, Ky.	%U.S. .2487	.2712	.2820	.2298	.2838	.2831	.2687	.2681	.2641	.3223	.2986	.3729	.3845	.3551	.3199	.3577	.2245	.2102	.4484			
		Index 100	109	113	92	114	114	108	107	106	130	119	150	155	143	129	144	90	85	190			
PADUCAH	McCracken, Ky.	%U.S. .0442	.0374	.0387	.0554	.0556	.0352	.0282	.0278	.0284	.0372	.0386	.0392	.0370	.0359	.0291	.0401	.0421	.0212	.0493			
		Index 100	85	88	125	126	80	64	63	60	84	87	89	84	81	66	91	95	48	112			
Paducah.....	McCracken, Ky.	%U.S. .0294	.0266	.0291	.0389	.0391	.0251	.0205	.0199	.0190	.0332	.0295	.0334	.0361	.0359	.0285	.0381	.0330	.0207	.0484			
		Index 100	90	99	132	133	85	70	68	65	113	100	114	123	122	97	130	112	70	165			
LOUISIANA																							
ALEXANDRIA	Rapides, La.....	%U.S. .0640	.0434	.0481	.0638	.0647	.0355	.0296	.0355	.0339	.0454	.0390	.0333	.0608	.0479	.0483	.0465	.0584	.0393	.0401			
		Index 100	68	75	131	101	55	46	55	53	71	61	52	95	75	75	73	91	61	63			
Alexandria.....	Rapides, La.....	%U.S. .0248	.0215	.0284	.0337	.0294	.0175	.0184	.0219	.0215	.0355	.0220	.0238	.0555	.0473	.0376	.0453	.0324	.0233	.0340			
		Index 100	87	106	136	115	71	86	88	87	143	89	96	224	191	152	183	131	94	137			
BATON ROUGE	East Baton Rouge, La.	%U.S. .1281	.1311	.1284	.1413	.1125	.1275	.1506	.1383	.1379	.1173	.0981	.0927	.1247	.1429	.1437	.1344	.1326	.1303	.1440			
		Index 100	102	99	110	88	100	118	108	108	92	77	72	97	112	112	105	104	102	112			
Baton Rouge...	East Baton Rouge, La.	%U.S. .0923	.0994	.1020	.1021	.0834	.0963	.1159	.1070	.1072	.1129	.0937	.0860	.1194	.1429	.1419	.1329	.1206	.1260	.1359			
		Index 100	108	111	111	90	104	128	116	116	122	102	95	129	155	154	144	131	137	147			
LAKE CHARLES	Calcasieu, La.....	%U.S. .0719	.0649	.0654	.0636	.0670	.0700	.0649	.0690	.0591	.0622	.0523	.0555	.0615	.0589	.0550	.0675	.0878	.0689	.0612			
		Index 100	90	91	88	93	97	90	83	82	87	73	81	86	82	76	94	122	124	85			
Lake Charles...	Calcasieu, La.....	%U.S. .0385	.0403	.0419	.0372	.0402	.0418	.0402	.0410	.0409	.0469	.0346	.0358	.0556	.0532	.0416	.0543	.0531	.0687	.0468			
		Index 100	105	109	97	104	109	104	106	106	122	90	93	144	138	108	141	138	178	122			
MONROE- WEST MONROE	Ouachita, La.....	%U.S. .0619	.0437	.0477	.0639	.0570	.0406	.0341	.0396	.0384	.0516	.0454	.0408	.0539	.0620	.0649	.0534	.0649	.0607	.0463			
		Index 100	84	92	123	110	78	66	76	74	99	87	79	104	119	125	103	106	117	89			
Monroe.....	Ouachita, La.....	%U.S. .0272	.0255	.0317	.0377	.0324	.0212	.0191	.0272	.0269	.0449	.0289	.0306	.0735	.0577	.0561	.0496	.0396	.0506	.0362			
		Index 100	94	117	139	119	78	70	100	99	165	106	106	113	270	212	208	182	142	187	140		

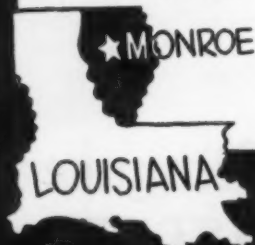
**QUALITY
IN
QUANTITY**

**NORTHEAST LOUISIANA
HAS ALWAYS
BEEN A
QUALITY
MARKET, SUH!**



Makes The Monroe Market Good, Good, Good!

The QUANTITY of such QUALITY PULPWOOD PRODUCTS as Kraft paper, cartons, containers and bags—QUALITY CHEMISTRY PRODUCTS like Ammonia, solid and liquid fertilizers, Methanol, Nitro-Paraffin, Anti-freeze, carbon black and ink—QUALITY LUMBER PRODUCTS as hardwoods, flooring and veneers—QUALITY CRUDE OIL and NATURAL GAS IN QUANTITIES to make the region one of the largest gas producing areas in the world—QUALITY COTTON and other AGRICULTURAL PRODUCTS and LIVESTOCK—We could go on, but . . .

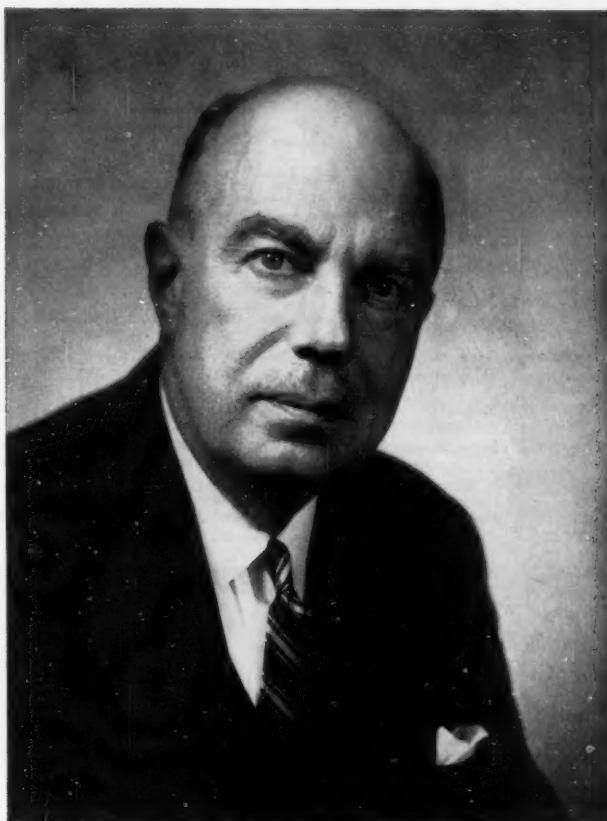


**SUCH A QUANTITY OF QUALITY PROVIDES AN
UNENDING QUANTITY OF DOLLARS TO SUPPORT
CONTINUING SALES IN THIS BIG QUANTITY OF
LOUISIANA REACHED ONLY BY THE**

Monroe News-Star & World
MONROE, LOUISIANA

Represented by the Branham Company

JOSEPH W. MOONEY
Vice-President
The American Sugar Refining Co.



The Vice-President in Charge of Sales Knows . . . "WHY DOMINO SUGAR SELLS SO WELL IN LOUISVILLE"

"The dynamic expansion of Louisville during the last few years has been reflected in total food store sales which have increased more than one-third since 1948. We at The American Sugar Refining Company have kept pace with this booming progress through the development of new and improved products and packages backed up with strong advertising and promotion. We are happy to say that Domino Sugar sales have

grown along with Louisville and we look forward to a bright future for us both."

For many years The American Sugar Refining Company has promoted its products in Louisville with consistent advertising in The Courier-Journal and Louisville Times . . . newspapers which invariably rank at or near the top in every quality survey of American newspapers.

Sell LOUISVILLE for all its worth!

A Major American Market Where One Daily Newspaper Combination Reaches 99% of the People

The Courier-Journal • THE LOUISVILLE TIMES

392,500 Daily Combination • 313,633 Sunday • Represented Nationally by The Branham Company

The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

METROPOLITAN AREA			ESTIMATES, 1955																			
Area and City	County and State	% and Index	Pop. 1/1/56	Net E.R. Buying Income	Buying Power Index	CONSUMER SPENDING UNITS						Total Income of Units Over \$10,000	RETAIL SALES									
						0 to \$2,499	\$2,500 to \$3,999	\$4,000 to \$5,999	\$6,000 to \$9,999	Over \$10,000	Total		Food	Eating Drink	Gen. Mdse.	Apparel	Furniture Radio	Automotive	Gas, Serv. Stas.	Lum.-Bldg.-Hdwr.	Drugs	
LOUISIANA																						
NEW ORLEANS	Jefferson, Orleans, St. Bernard, La.	%U.S. Index	4806	4563	4544	.5163	.5393	.4166	.4161	.4796	.4763	.4339	.3781	.5763	.6775	.5513	.4904	.3591	.4069	.2916	.5054	
		100	95	95	107	112	85	87	100	99	90	78	120	141	115	102	75	83	61	122		
		%U.S. Index	3801	3892	3741	.4419	.4418	.3240	.3285	.3928	.3899	.3762	.2859	.4995	.6572	.5304	.4503	.3039	.3175	.2304	.5249	
SHREVEPORT	Bossier, Caddo, La.	%U.S. Index	1519	1378	1447	.1909	.1530	.1251	.1278	.1353	.1333	.1612	.1622	.1214	.1307	.2003	.1615	.1674	.1508	.1441	.1617	
		100	91	95	130	101	82	84	89	88	100	100	80	86	132	106	110	99	95	106		
		%U.S. Index	.0990	.0999	.1073	.1296	.1060	.0890	.0957	.1062	.1054	.1251	.1171	.0839	.1143	.1925	.1495	.1325	.1110	.1215	.1427	
MISSISSIPPI																						
BILOXI-GULFPORT	Harrison, Miss.	%U.S. Index	.0707	.0582	.0690	.1322	.0931	.0501	.0403	.0339	.0302	.0625	.0529	.0756	.0468	.0569	.0590	.0575	.0693	.0381	.0519	
		100	82	83	167	132	71	57	48	43	74	75	107	66	83	83	81	98	84	73		
		%U.S. Index	.0963	.0620	.0676	.1316	.1077	.0714	.0496	.0720	.0707	.0696	.0636	.0621	.0862	.1112	.0676	.1214	.1009	.0702	.0975	
JACKSON	Hinds, Miss.	%U.S. Index	100	83	89	134	110	73	71	74	72	91	85	63	88	113	89	123	103	71	99	
		%U.S. Index	.0715	.0665	.0720	.0984	.0671	.0581	.0577	.0609	.0594	.0815	.0704	.0547	.0815	.1096	.0868	.1120	.0825	.0675	.0894	
		100	93	101	138	122	81	81	85	83	114	98	77	114	153	121	157	115	94	125		
NORTH CAROLINA																						
ASHEVILLE	Buncombe, N. C.	%U.S. Index	.0799	.0646	.0690	.0845	.0975	.0631	.0523	.0485	.0443	.0690	.0640	.0392	.0920	.0538	.0635	.0539	.0787	.0616	.0915	
		100	81	86	106	122	79	65	56	55	86	80	49	115	67	79	67	98	77	115		
		%U.S. Index	.0343	.0334	.0410	.0411	.0467	.0319	.0298	.0275	.0266	.0580	.0490	.0298	.0842	.0525	.0553	.0464	.0552	.0513	.0763	
CHARLOTTE	Mecklenberg, N. C.	%U.S. Index	1384	1453	1476	.1245	.1466	.1349	.1459	.1671	.1668	.1585	.1121	.1547	.2103	.1620	.1375	.1499	.1906	.1224	.1969	
		100	105	107	90	106	97	105	121	122	115	81	112	152	117	99	108	138	88	144		
		%U.S. Index	.0949	.1094	.1177	.0905	.1072	.0983	.1096	.1327	.1352	.1469	.0999	.1446	.2033	.1607	.1221	.1412	.1594	.0986	.1948	
Charlotte	Mecklenberg, N. C.	%U.S. Index	100	115	124	95	113	104	116	140	142	155	105	152	214	169	129	149	168	104	205	

The Place To Be Is

KTBS-TV

SHREVEPORT, LA.

- MAXIMUM POWER
- LOW CHANNEL
- HIGHEST RATINGS*
- 1153-FT. TOWER
- COVERING 44 COUNTIES
- 249,895 TV SETS

*Pulse July, 1956

E. NEWTON WRAY, President & General Mgr.

NBC and ABC

CHANNEL

3



Represented by

Edward Petry & Co., Inc.

"This is the size we pack for the Growing Greensboro Market!"

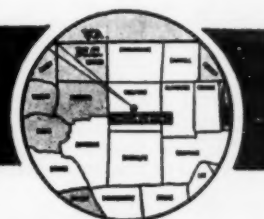


Things really percolate in the Growing Greensboro Market. You'll have grounds for good sales expectations when you put your product in this rich, diversified marketing area where 1/6 of North Carolina's population accounts for 1/5 of the \$3 billion annual retail sales. Permeating the 12-county ABC Greensboro Retail Trading Area like the aroma of freshly brewed coffee, the News and Record reaches over 400,000 readers daily with its more than 100,000 circulation.

Only medium with dominant coverage in the Growing Greensboro Market and with selling influence in over half of North Carolina!

Greensboro News and Record

GREENSBORO, NORTH CAROLINA
Represented by Jann & Kelley, Inc.



Sales Management Figures

The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

METROPOLITAN AREA			ESTIMATES, 1955																			
Area and City	County and State	% and Index	Pop. 1/1/56	Net ER. Buying Income	Buying Power Index	CONSUMER SPENDING UNITS						Total Income of Units Over \$10,000	RETAIL SALES									
						0 to \$2,499	\$2,500 to \$3,999	\$4,000 to \$5,999	\$6,000 to \$9,999	Over \$10,000	Total		Food	Eat-ing Drink	Gen. Mdes.	Apparel	Furn-House Radio	Auto-motive	Gas, Serv. Stas.	Lum.-Bldg. Hdw.	Drugs	
NORTH CAROLINA																						
DURHAM	Durham, N. C.	%U.S.	.0675	.0630	.0630	.0626	.0803	.0618	.0561	.0522	.0505	.0602	.0531	.0402	.0660	.0639	.0810	.0640	.0668	.0603	.0669	
		Index	100	93	93	122	119	92	83	77	75	89	79	60	98	95	120	95	99	89	99	
Durham.....	Durham, N. C.	%U.S.	.0452	.0454	.0489	.0630	.0589	.0438	.0400	.0388	.0355	.0573	.0501	.0358	.0644	.0640	.0716	.0640	.0573	.0550	.0647	
		Index	100	100	108	139	130	97	88	81	79	127	111	79	142	142	158	142	127	122	143	
FAYETTEVILLE	Cumberland, N. C.	%U.S.	.0754	.0562	.0615	.2705	.0676	.0325	.0316	.0311	.0274	.0579	.0510	.0417	.0645	.0624	.0669	.0718	.0729	.0334	.0408	
		Index	100	77	82	359	90	43	42	41	36	77	68	55	86	83	89	95	87	44	54	
Fayetteville....	Cumberland, N. C.	%U.S.	.0272	.0248	.0322	.0306	.0325	.0238	.0223	.0231	.0204	.0478	.0323	.0332	.0603	.0618	.0590	.0639	.0486	.0263	.0324	
		Index	100	91	118	113	119	88	82	85	75	176	119	122	222	227	217	235	179	97	119	
GASTONIA	Gaston, N. C.	%U.S.	.0737	.0668	.0594	.0522	.0636	.0649	.0467	.0373	.0353	.0508	.0584	.0209	.0616	.0452	.0566	.0567	.0574	.0361	.0487	
		Index	100	77	79	71	113	88	83	51	48	89	79	28	84	61	77	77	70	49	66	
Gastonia.....	Gaston, N. C.	%U.S.	.0207	.0182	.0228	.0162	.0256	.0193	.0155	.0145	.0141	.0320	.0314	.0104	.0505	.0378	.0379	.0377	.0268	.0171	.0242	
		Index	100	88	110	78	124	93	75	70	68	155	152	50	244	183	183	182	129	83	117	
GREENSBORO-HIGH POINT	Guilford, N. C.	%U.S.	.1295	.1269	.1349	.1316	.1462	.1214	.1181	.1276	.1266	.1516	.1270	.0790	.2868	.1568	.1443	.1376	.1464	.1142	.1348	
		Index	100	98	104	102	113	94	91	99	98	117	98	61	223	121	111	106	113	88	104	
Greensboro....	Guilford, N. C.	%U.S.	.0531	.0610	.0720	.0683	.0646	.0548	.0604	.0662	.0660	.1028	.0704	.0427	.2628	.0985	.0772	.0854	.0630	.0895	.0726	
		Index	100	115	136	129	122	103	114	125	124	194	133	80	495	185	145	161	156	112	137	
High Point....	Guilford, N. C.	%U.S.	.0280	.0254	.0291	.0252	.0326	.0245	.0213	.0247	.0244	.0372	.0377	.0219	.0205	.0542	.0470	.0469	.0408	.0397	.0538	
		Index	100	98	112	97	125	94	82	95	94	143	145	84	79	208	181	180	157	183	207	
RALEIGH	Wake, N. C.	%U.S.	.0940	.0831	.0886	.1263	.1039	.0735	.0783	.0720	.0699	.0941	.0842	.0657	.1158	.0953	.0679	.1027	.1032	.0737	.0539	
		Index	100	88	94	134	111	78	83	77	74	100	90	70	123	101	94	109	110	78	100	
Raleigh.....	Wake, N. C.	%U.S.	.0449	.0496	.0546	.0708	.0367	.0432	.0501	.0480	.0472	.0691	.0523	.0516	.0953	.0675	.0642	.0693	.0384	.0735		
		Index	100	111	122	158	126	96	112	107	105	154	116	115	212	195	143	167	154	86	164	
WILMINGTON	New Hanover, N. C.	%U.S.	.0438	.0348	.0401	.0563	.0513	.0324	.0259	.0261	.0249	.0483	.0424	.0562	.0366	.0510	.0806	.0393	.0434	.0357	.0587	
		Index	100	79	92	126	117	74	59	60	57	106	97	128	84	116	184	90	99	82	134	
Wilmington....	New Hanover, N. C.	%U.S.	.0325	.0281	.0329	.0445	.0406	.0258	.0211	.0219	.0209	.0412	.0384	.0482	.0341	.0501	.0780	.0382	.0330	.0218	.0544	
		Index	100	86	101	137	128	79	65	67	64	127	118	148	105	154	240	118	102	67	167	
WINSTON-SALEM	Forsyth, N. C.	%U.S.	.1026	.0955	.0955	.0965	.1251	.0945	.0639	.0851	.0834	.0909	.0809	.0572	.1096	.1200	.1057	.0804	.0890	.0700	.0905	
		Index	100	93	93	96	122	92	82	83	81	89	79	86	107	117	103	86	87	68	88	
Winston-Salem	Forsyth, N. C.	%U.S.	.0619	.0639	.0684	.0691	.0825	.0589	.0572	.0614	.0607	.0801	.0665	.0494	.1027	.1172	.0839	.0831	.0632	.0571	.0645	
		Index	100	103	111	112	133	95	92	99	98	129	107	80	166	189	182	134	102	92	137	

50

1907-1957

50

A GOLDEN ANNIVERSARY THAT'S A GOLDEN OPPORTUNITY FOR YOU!

Oklahoma in 1957 celebrates fifty years of statehood. Its celebration of this anniversary is a golden opportunity for you to cash in on growing sales in this young and growing land!

These are just a few evidences of the opportunity awaiting an advertiser in Oklahoma:

Per Capita Income Growth the Greatest!

Oklahoma's per capita income shows the greatest percent of gain from 1950 to 1955 of any southern state—including Texas, Tennessee, South Carolina, North Carolina, Mississippi, Louisiana, Georgia, Florida and Alabama. Oklahoma's 130.8% gain compares with the national gain of 118.7% for this period.

Over Half Million Population!

Already the Greater Oklahoma City-area (an area within a 30 mile radius of the State Capitol) has grown to a population over half a million persons. At its present rate of growth, this area will exceed 600,000 in 1960!

One of the Five Fastest Growing Cities in the U.S.!

Heart of this fast growing state is Oklahoma City—called by experts *one of the 5 fastest growing cities* in the nation!

Industrial Payrolls Double National Growth Rate!

Industrial payrolls in Oklahoma grew 114% from 1947 to 1954 while similar payrolls nationally were growing 67%, according to Census Bureau figures.

Sales Growth Leader, Too!

Oklahoma City is up among the leading sales gainers of the country week after week—for the *third straight year!* Food store sales were up 71.2% from 1948 to 1955 while national sales were growing 34.8%.



Are your sales in Oklahoma keeping pace with this growth? Advertising in the **OKLAHOMAN AND TIMES** is low cost insurance that they will!



**THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES**

published by The Oklahoma Publishing Co. represented by The Katz Agency

The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

METROPOLITAN AREA			ESTIMATES, 1955																		
Area and City	County and State	% and Index	Pop. 1/1/56	Net Eff. Buy-ing In-come	Buy-ing Power Index	CONSUMER SPENDING UNITS					Total In-come of Units Over \$10,000	RETAIL SALES									
						0 to \$2,499	\$2,500 to \$3,999	\$4,000 to \$5,999	\$7,000 to \$9,999	Over \$10,000		Total	Food	Eat-ing Drink	Gen. Mdse.	Apparel	Furn.-House Radio	Auto-motive	Gas. Serv. Stas.	Lum.-Bldg.-Hdws.	Drugs
OKLAHOMA																					
ENID	Garfield, Okla.	%U.S. Index	.0320	.0306	.0342	.0358	.0383	.0329	.0253	.0237	.0228	.0418	.0485	.0250	.0367	.0383	.0352	.0355	.0689	.0652	.0488
Enid.....	Garfield, Okla.	%U.S. Index	.0245	.0243	.0283	.0264	.0305	.0270	.0204	.0189	.0183	.0376	.0451	.0232	.0336	.0376	.0348	.0311	.0610	.0527	.0451
		%U.S. Index	100	99	116	108	124	110	83	77	75	153	184	95	137	153	142	127	249	215	184
LAWTON	Comanche, Okla.	%U.S. Index	.0485	.0413	.0415	.0701	.0558	.0419	.0347	.0264	.0245	.0372	.0318	.0320	.0316	.0351	.0385	.0487	.0360	.0502	.0434
Lawton.....	Comanche, Okla.	%U.S. Index	.0305	.0241	.0286	.0373	.0319	.0250	.0208	.0159	.0148	.0347	.0284	.0287	.0306	.0351	.0348	.0407	.0299	.0454	.0418
		%U.S. Index	100	79	94	122	105	82	68	62	49	114	93	94	100	115	113	158	96	149	133
OKLAHOMA CITY	Oklahoma, Okla.	%U.S. Index	.2382	.2493	.2542	.2133	.2611	.2643	.2443	.2437	.2418	.2729	.2440	.2364	.3917	.2714	.2612	.2986	.2654	.2391	.3299
Oklahoma City.	Oklahoma, Okla.	%U.S. Index	.1713	.1866	.2021	.1604	.1873	.1953	.1827	.1843	.1829	.2484	.2125	.2184	.3701	.2560	.2461	.2728	.2324	.2110	.2983
		%U.S. Index	100	109	118	94	115	114	107	108	107	145	124	127	218	151	144	159	136	123	174
TULSA	Tulsa, Okla.	%U.S. Index	.1795	.1990	.2008	.1561	.1832	.2001	.2048	.2235	.2257	.2180	.1806	.1742	.2228	.2619	.2352	.2797	.2123	.2503	.2485
Tulsa.....	Tulsa, Okla.	%U.S. Index	.1418	.1687	.1718	.1284	.1506	.1671	.1758	.1954	.1982	.1970	.1601	.1500	.2135	.2514	.2206	.2601	.1829	.1853	.2389
		%U.S. Index	100	119	121	91	106	118	124	138	140	139	113	106	151	177	156	183	129	131	166
SOUTH CAROLINA																					
CHARLESTON	Charleston, S. C.	%U.S. Index	.1141	.0889	.0958	.1743	.1207	.0888	.0646	.0597	.0555	.0952	.0990	.0653	.0926	.1202	.1316	.0992	.1019	.1052	.1077
Charleston	Charleston, S. C.	%U.S. Index	.0432	.0385	.0494	.0792	.0515	.0324	.0277	.0317	.0303	.0717	.0602	.0482	.0799	.1086	.1166	.0776	.0499	.0735	.0744
		%U.S. Index	100	89	114	183	119	75	64	73	70	166	139	112	185	251	270	180	116	170	172
COLUMBIA	Richland, S. C.	%U.S. Index	.1015	.0903	.0941	.1314	.1137	.0807	.0818	.0808	.0784	.0956	.0801	.0681	.0921	.1192	.1530	.1154	.1069	.0856	.0870
Columbia.....	Richland, S. C.	%U.S. Index	.0851	.0632	.0717	.0926	.0778	.0541	.0570	.0604	.0694	.0801	.0722	.0629	.0876	.1175	.1464	.1147	.0950	.0551	.0829
		%U.S. Index	100	87	110	142	120	83	88	93	91	138	111	97	135	180	225	176	146	85	121

CHECK THE QUALITY INDEX of COLUMBIA, S.C.

1st in Circulation in South Carolina

COMPLETELY COVERED BY

THE STATE and THE COLUMBIA RECORD

Total Retail Sales	Food	Eating and Drinking	General Mdse.	Apparel	Furniture Household Radio	Automotive	Gas Service Stations	Lumber Building Hardware	Drug
138	111	97	135	180	225	176	146	85	127

Figures from Sales Management's "Marketing on the Move" Nov. 1956

The State (Morning and Sunday) The Columbia Record (Evening except Sunday)

REPRESENTED BY THE BRANHAM COMPANY

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FORREST CITY, ARKANSAS

**JUST
ONE
OF
62
CENTERS
OF
BUYING
POWER**

County Seat—
St. Francis County
46 miles from Memphis

Number of families
2,800*

Effective buying income
\$9,354,000*

Retail sales
in nine classifications
\$13,875,000*

**FAMILY
COVERAGE**

Combined
Daily Circulation
52.9%

Sunday
45.9%

Number Nine of a Series Reflecting
the Economy of the Mid-South.

Forrest City, Arkansas, is one of the 16 cities of east Arkansas where CAPS covers better than one out of every two families. And your own good sense will tell you that the CAPS half is the cream of the market. You get 62 centers of buying power and the big one—Memphis—when you put it in CAPS.

Sales Management, Survey of Buying Power

Two Dailies and The South's Greatest Sunday Newspaper

THE COMMERCIAL APPEAL ~ MEMPHIS PRESS-SCIMITAR

SCRIPPS-HOWARD NEWSPAPERS



The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

METROPOLITAN AREA			ESTIMATES, 1955																			
Area and City	County and State	City and Index	Pop. 1/1/55	Net Eff. Buying Income	Buying Power Index	CONSUMER SPENDING UNITS					Total Income of Units Over \$10,000	RETAIL SALES										
						0 to \$2,499	\$2,500 to \$3,999	\$4,000 to \$5,999	\$7,000 to \$9,999	Over \$10,000		Total	Food	Eat-ing Drink	Gen. Mdse.	Ap-parel	Furn-House Radio	Auto-motive	Gas. Serv. Stas.	Lum.-Bldg.-Hdw.	Drugs	
SOUTH CAROLINA																						
GREENVILLE	Greenville, S. C.	%U.S. Index	.1115	.0987	.1029	.1138	.1205	.0982	.0920	.0880	.0838	.1042	.1006	.0534	.1273	.0941	.1342	.1136	.1286	.0980	.1014	
		Index	100	89	92	102	108	88	83	77	75	93	90	48	114	84	120	102	115	88	91	
Greenville	Greenville, S. C.	%U.S. Index	.0389	.0443	.0521	.0538	.0501	.0377	.0403	.0493	.0482	.0739	.0642	.0356	.1141	.0793	.1019	.0764	.0784	.0506	.0704	
		Index	100	114	134	138	129	97	104	127	126	190	165	92	293	204	282	196	202	131	181	
SPARTANBURG	Spartanburg, S.C.	%U.S. Index	.0957	.0723	.0743	.0960	.0984	.0759	.0623	.0500	.0474	.0635	.0668	.0308	.0614	.0546	.0749	.0702	.0792	.0672	.0729	
		Index	100	76	78	100	103	79	65	52	50	66	70	32	64	57	78	73	83	80	76	
Spartanburg	Spartanburg, S.C.	%U.S. Index	.0236	.0228	.0286	.0301	.0297	.0219	.0202	.0192	.0185	.0416	.0371	.0194	.0434	.0491	.0560	.0514	.0375	.0230	.0563	
		Index	100	97	121	128	126	93	86	81	78	176	157	82	184	208	237	218	159	97	239	
TENNESSEE																						
BRISTOL	Sullivan, Tenn.	%U.S. Index	.1011	.0748	.0805	.0990	.0991	.0782	.0643	.0511	.0483	.0762	.0769	.0363	.0765	.0749	.1022	.0803	.0862	.0849	.0613	
	Washington, Va.	Index	100	74	80	98	98	77	64	51	48	75	76	36	76	74	101	79	95	94	61	
Kingsport	Sullivan, Tenn.	%U.S. Index	.0148	.0165	.0210	.0123	.0163	.0163	.0184	.0167	.0167	.0325	.0320	.0113	.0336	.0376	.0509	.0369	.0297	.0513	.0248	
		Index	100	111	142	83	110	110	124	113	113	220	216	76	227	254	344	249	201	347	168	
CHATTANOOGA	Walker, Ga.	%U.S. Index	.1604	.1349	.1455	.1690	.1882	.1318	.1064	.1042	.1000	.1530	.1586	.1141	.1564	.1645	.1717	.1420	.1807	.1389	.1389	
	Hamilton, Tenn.	Index	100	84	91	105	117	82	66	65	62	95	99	71	98	103	107	89	113	85	87	
Chattanooga	Hamilton, Tenn.	%U.S. Index	.0841	.0747	.0921	.1002	.1087	.0724	.0565	.0548	.0525	.1264	.1177	.0913	.1381	.1452	.1534	.1272	.1309	.1091	.0963	
		Index	100	89	110	119	129	86	67	65	62	150	140	109	164	173	182	151	156	130	117	
KNOXVILLE	Anderson, Blount, Knox, Tenn.	%U.S. Index	.2163	.1812	.1931	.2130	.2342	.1798	.1625	.1426	.1376	.1978	.2054	.1454	.2554	.1451	.1779	.2099	.2399	.1624	.1987	
		Index	100	84	89	98	108	83	75	66	64	91	95	67	118	67	82	97	111	75	92	
Knoxville	Knox, Tenn.	%U.S. Index	.0779	.0737	.0918	.0955	.0974	.0717	.0622	.0579	.0557	.1311	.1106	.0978	.2101	.1175	.1165	.1379	.1269	.1143	.1260	
		Index	100	95	118	123	125	92	80	74	72	168	142	126	270	151	150	177	163	147	162	
MEMPHIS	Shelby, Tenn.	%U.S. Index	.3223	.3191	.3337	.3903	.3763	.2922	.2815	.3064	.3014	.3656	.3381	.2306	.5798	.3686	.3082	.4126	.3157	.2389	.3311	
		Index	100	99	104	121	117	91	87	95	94	113	105	72	180	114	96	128	98	74	103	
Memphis	Shelby, Tenn.	%U.S. Index	.2734	.2810	.2993	.3326	.3296	.2574	.2501	.2728	.2695	.3469	.3122	.2170	.5639	.3638	.2986	.3986	.2704	.2184	.3091	
		Index	100	103	109	122	121	94	91	100	99	127	114	79	206	133	109	146	99	80	113	

	INDEX	RANK IN U.S.
Net Effective Buying Income	143	3rd
Buying Power Index	136	2nd
Consumer Spending Units:		
Income \$7,000 to \$9,999	166	7th
Income over \$10,000	240	1st
Total Income — Units over \$10,000	260	1st
Total Retail Sales	146	2nd
Food Sales	146	3rd
Apparel Sales	193	6th
Furn., Hsld., Radio Sales	148	21st
Automotive Sales	214	1st
Gas, Service Stations Sales	153	11th
Lumber, Bldg., Hdw. Sales	154	21st
Drug Sales	176	11th

Copyright, SM, Nov. 10, 1956 Marketing Issue

SALES MANAGEMENT says:

"The rankings for MIDLAND (Texas) are better than for any other area in the U.S.!"

COVERED EXCLUSIVELY BY ...

The Midland Reporter-Telegram
ABC CIRCULATION 14,361

Represented Nationally by TEXAS DAILY PRESS LEAGUE, Inc.

The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

METROPOLITAN AREA		ESTIMATES, 1965																			
Area and City	County and State	Pop. 1/1/56	Net Eff. Buying Income	Buying Power Index	CONSUMER SPENDING UNITS						Total Income of Units Over \$10,000	RETAIL SALES									
					0 to \$2,499	\$2,500 to \$3,999	\$4,000 to \$5,999	\$6,000 to \$9,999	Over \$10,000	Total		Food	Eating Drink	Gen. Mdis.	Apparel	Furn.-House Radio	Auto-motive	Gas, Serv. Stas.	Lum.-Bldg.-Hdwe.	Drug	
TENNESSEE																					
NASHVILLE	Davidson, Tenn.	%U.S. Index	.2138 160	.2087 96	.2158 101	.2464 115	.2422 113	.2005 94	.1818 85	.1947 91	.1915 90	.2290 107	.2135 100	.1688 79	.2334 119	.3525 165	.1957 92	.2495 117	.2471 116	.1790 84	.1982 93
Nashville.....	Davidson, Tenn.	%U.S. Index	.1074 100	.1028 98	.1304 121	.1588 148	.1445 135	.0963 90	.0821 76	.0738 69	.0700 85	.1917 178	.1433 135	.1377 129	.2391 223	.3330 310	.1822 170	.2245 209	.1656 146	.1470 137	.1475 137
TEXAS																					
ABILENE	Taylor, Tex.	%U.S. Index	.0445 100	.0447 100	.0478 107	.0518 116	.0512 115	.0440 99	.0399 90	.0463 104	.0460 103	.0550 124	.0493 111	.0366 82	.0515 116	.0686 147	.0653 147	.0713 160	.0625 140	.0537 121	.0568 128
Abilene.....	Taylor, Tex.	%U.S. Index	.0385 100	.0394 106	.0422 116	.0453 124	.0444 122	.0386 106	.0354 97	.0415 114	.0412 113	.0505 138	.0451 124	.0337 92	.0486 133	.0642 176	.0642 176	.0656 180	.0535 147	.0467 128	.0533 146
AMARILLO	Potter, Randall, Tex.	%U.S. Index	.0799 100	.0866 121	.0878 122	.0830 79	.0785 96	.0972 122	.0979 123	.1271 159	.1311 164	.1119 140	.0797 100	.0807 101	.0993 124	.1442 180	.1014 127	.1512 189	.1308 164	.1095 137	.1221 153
Amarillo.....	Potter, Tex.	%U.S. Index	.0728 100	.0886 122	.0902 124	.0577 79	.0687 94	.0678 121	.0904 124	.1184 163	.1227 169	.1043 143	.0756 104	.0693 95	.0924 127	.1407 193	.1012 139	.1412 194	.1132 155	.1007 138	.1152 158
AUSTIN	Travis, Tex.	%U.S. Index	.1149 100	.1063 93	.1103 96	.1583 138	.1230 107	.0946 82	.0835 81	.1114 97	.1101 96	.1137 99	.1022 89	.1202 105	.1077 94	.1493 130	.1293 113	.1088 96	.1215 106	.1251 109	.1201 105
Austin.....	Travis, Tex.	%U.S. Index	.1095 100	.1057 97	.1084 99	.1571 143	.1221 112	.0940 86	.0929 85	.1108 101	.1094 100	.1122 102	.1014 93	.1170 107	.1055 96	.1493 136	.1293 118	.1088 99	.1192 109	.1232 113	.1195 109
BEAUMONT-PORT ARTHUR	Jefferson, Tex.	%U.S. Index	.1354 100	.1402 104	.1406 104	.1003 74	.1123 83	.1699 125	.1561 115	.1386 102	.1382 102	.1447 107	.1564 116	.1061 78	.1393 103	.1592 118	.1481 109	.1535 113	.1513 112	.1401 103	.1526 113
Beaumont.....	Jefferson, Tex.	%U.S. Index	.0848 100	.0677 104	.0720 111	.0526 81	.0595 92	.0751 116	.0732 113	.0722 111	.0723 112	.0839 129	.0633 129	.0663 87	.0883 136	.1000 154	.0634 129	.0978 151	.0817 126	.0775 120	.0840 130
Port Arthur.....	Jefferson, Tex.	%U.S. Index	.0379 100	.0401 106	.0423 112	.0277 73	.0299 79	.0527 139	.0458 121	.0355 94	.0351 93	.0488 129	.0579 153	.0321 85	.0463 122	.0561 148	.0573 151	.0492 130	.0492 130	.0321 85	.0521 137

\$200 BILLION ON ITS ACCURACY

You can put this down as a fact. More than \$200 Billion of sales quotas* and advertising appropriations are based annually on the ACCURACY and EXPERIENCED know-how of SALES MANAGEMENT's Survey of Buying Power.

SALES MANAGEMENT alone can make that statement.

Sales quotas . . . which inspire, create and determine advertising appropriations . . . are the responsibility of the Sales Executive. That's why . . . 28 years ago . . . the Survey of Buying Power was established as a regular issue of SALES MANAGEMENT, the sales executives' magazine . . .

The fabulous acceptance of the Survey today . . . by companies, advertising agencies and organizations that influence these multi-billion dollar sales projects through the use of Survey figures . . . is nothing else but the ever-widening and ever-deepening recognition . . . year after year . . . that final sales results bear out the Survey's ACCURACY.

*A conservative estimate based on continuous sampling and analysis of Sales Management's Circulation by Market Statistics, Inc.

SALES MANAGEMENT

The Magazine of Marketing

386 Fourth Avenue, New York 16, N. Y.

DALLAS' BUSINESS IS BIGGER THAN DALLAS:

Among the nation's
standard metropolitan areas,
Dallas is ranked ...

1st

in retail sales
per household
by SRDS ... and

2nd

in retail sales
per family by
Sales Management
.....

Yet, these same authorities place Dallas 28th in
consumer spendable income per household, 37th in
effective buying income per family!

WHO ADDS THIS 'BONUS' TO DALLAS' BUSINESS?

Dallas' business gets its extra bigness from the bonus
buying of out-of-town customers — from North Texans who
come to Dallas for the metropolitan advantages only
Dallas affords them. Their purchases in Dallas are responsible
for a third of the city's retail sales volume.

To increase the purchases of your product in Dallas,
place your advertising in The Dallas Morning News.
With 22.6% larger circulation and greater, more selective
coverage of the entire Dallas Market, The News alone
delivers both Dallas and the appreciable bonus of
Dallas-buying North Texans.

ONLY THE DALLAS NEWS COVERS THE BIGGER DALLAS MARKET!

The Dallas Morning News

Member, Metro Sunday Comics Network

CRESMER & WOODWARD, INC., National Representative • New York • Chicago • Detroit • Los Angeles • San Francisco • Atlanta

The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

METROPOLITAN AREA		SM ESTIMATES, 1955																				
Area and City	County and State	% and Index	Pop. 1/1/56	Net ER. Buy- ing In- come	Buy- ing Power Index	CONSUMER SPENDING UNITS					Total In- come Units Over \$10,000	RETAIL SALES										
						0 to \$2,499	\$2,500 to \$3,999	\$4,000 to \$5,999	\$7,000 to \$9,999	Over \$10,000		Total	Food	Eat- ing Drink	Gen. Mdse.	Apparel	Furn- iture Radio	Auto- motive	Gas. Serv. Stan.	Lum.- Bldg. Hdwe.	Drug	
TEXAS																						
BROWNSVILLE- HARLINGEN- MC ALLEN	Cameron, Hidalgo, Tex....	%U.S. Index	.2186 100	.1297 59	.1466 67	.3018 138	.1654 76	.0969 44	.0951 44	.1254 57	.1212 55	.1267 58	.1354 62	.0952 44	.1192 55	.1222 56	.1097 50	.1277 58	.1178 54	.1683 77	.1173 54	
		%U.S. Index	.1410 100	.1315 93	.1327 94	.1166 83	.1322 83	.1296 94	.1346 92	.1488 95	.1487 106	.1290 91	.1266 90	.1165 83	.1268 90	.0977 69	.1056 75	.1442 102	.1436 102	.1738 123	.1242 88	
CORPUS CHRISTI	Nueces, Tex....	%U.S. Index	.1004 100	.0988 98	.1034 103	.0825 82	.0989 82	.0961 96	.1015 96	.1139 113	.1150 111	.1135 113	.1083 108	.1005 100	.1218 121	.0907 90	.1014 101	.1328 132	.1177 117	.1415 141	.1122 101	
		%U.S. Index	.4779 100	.5672 119	.5783 121	.3996 84	.5079 106	.5356 112	.6055 127	.7226 151	.7426 155	.6638 139	.5551 116	.5220 109	.9376 196	.8898 144	.4796 100	.8502 178	.5633 118	.5139 108	.6546 137	
DALLAS	Dallas, Tex....	%U.S. Index	.3619 100	.4319 119	.4572 126	.3178 88	.4108 114	.4320 119	.4748 131	.4973 137	.5023 139	.5628 156	.4431 122	.4743 131	.8812 243	.5713 158	.4055 112	.7048 195	.4029 111	.4065 112	.5665 157	
		%U.S. Index	.1582 100	.1469 93	.1506 95	.1806 114	.1609 102	.1339 85	.1491 94	.1565 99	.1553 98	.1523 96	.1492 94	.1291 82	.1969 124	.1710 106	.1851 117	.1596 100	.1364 86	.1280 81	.1504 95	
EL PASO	El Paso, Tex....	%U.S. Index	.1357 100	.1219 90	.1300 96	.1432 108	.1323 97	.1116 82	.1253 92	.1309 96	.1305 96	.1396 103	.1290 95	.1145 85	.1932 142	.1671 123	.1770 130	.1503 111	.1196 88	.1021 75	.1366 101	
		%U.S. Index	.3057 100	.3179 104	.3219 105	.2704 88	.3335 109	.3524 115	.3224 105	.3074 101	.3051 100	.3395 111	.2775 91	.2505 82	.5852 191	.2403 79	.2348 77	.4091 134	.3088 101	.2768 91	.4205 138	
FORT WORTH	Tarrant, Tex....	%U.S. Index	.2123 100	.2324 108	.2502 118	.2002 94	.2409 113	.2522 119	.2376 112	.2321 109	.2303 108	.3051 144	.2354 111	.2217 104	.5730 270	.2325 110	.2172 102	.3597 169	.2560 121	.2268 107	.3957 196	
		%U.S. Index	.0796 100	.0804 101	.0778 98	.0714 90	.0815 102	.0883 111	.0826 104	.0792 99	.0786 99	.0724 91	.0795 100	.1040 131	.0527 66	.0680 111	.0762 96	.0514 65	.0856 108	.0742 93	.0949 119	
GALVESTON	Galveston, Tex....	%U.S. Index	.0436 100	.0466 107	.0464 106	.0485 106	.0505 116	.0464 106	.0455 104	.0494 113	.0492 113	.0480 110	.0458 105	.0761 175	.0371 85	.0724 166	.0625 143	.0323 74	.0503 115	.0421 97	.0632 145	

As a complement to this issue...

Sales Management's

1956 COUNTY OUTLINE RETAIL SALES MAP OF THE U. S.

You can visualize:

1. All Metropolitan County Areas.
2. County names... for all U. S. Counties... most legible of all the many outline maps we have seen.
3. Differences in retail sales volume indicated by county shadings....
Red—for counties with \$100 million or more.
Green—for counties with \$50 million to \$100 million.
Yellow—for counties with \$25 million to \$50 million.
Blue—for counties with \$10 million to \$25 million.
4. 1570 cities with retail sales of \$20 million or more.
5. City populations indicated—(as of January 1, 1956).
6. Special blown-up projections of all congested small-county areas, with county lines and names clearly indicated.
7. Special markings indicate counties whose family sales exceed U. S. family average.

Price: \$3.50 a single copy; \$3.00 each for two or more copies.

SALES MANAGEMENT, 386 Fourth Avenue, New York 16, N. Y.

MARKETING IS ON THE MOVE IN WBAP-820 LAND

... and **WBAP-820 IMPACT Radio**
covers the market!



**NEARLY 7 MILLION PEOPLE SPEND
NEARLY 10 BILLION DOLLARS IN
THE 4-STATE, 174-COUNTY AREA
COVERED BY WBAP-820!**

Population 1-1-56	6,978,200
Families 1-1-56	2,069,780
1955 Effective Buying Income (Net Dollars)	\$9,996,615,000.00
1955 Effective Buying Income Per Family (Net)	\$4,829.00
1955 Retail Sales	\$7,839,975,000.00
Farm Population 1-1-56	1,192,500
Number of Farms	287,187
Gross Farm Income	\$1,246,668,000.00

SOURCES: Sales Management Survey of Buying Power,
May 10, 1956
Standard Rate and Data Service, Inc.,
May 10, 1956

Here's how IMPACT Radio stacks up in the GREAT SOUTHWEST

One of the fastest-growing market areas in the nation . . . where in the last three years 62.9% more people spent 60.9% more money!

WBAP-820 IMPACT Radio covers the entire market area . . . the lucrative Fort Worth-Dallas market and the 174-county, 4-state Greater Southwest area. When you buy to reach this fabulous market, be sure you select WBAP-820 IMPACT Radio . . . in the heart of the progressive Fort Worth-Dallas area . . . for full market coverage.

WBAP-820

STAR-TELEGRAM STATIONS

• ABC-NBC •

FORT WORTH, TEXAS

AMON CARTER
Founder

AMON CARTER, JR.
President

HAROLD HOUGH
Director

GEORGE CRANSTON
Manager

ROY BACUS
Commercial Manager

PETERS, GRIFFIN, WOODWARD, INC. — NATIONAL REPRESENTATIVES

THE CHRONICLE LEADS IN...

19 OUT OF 24 RETAIL CLASSIFICATIONS

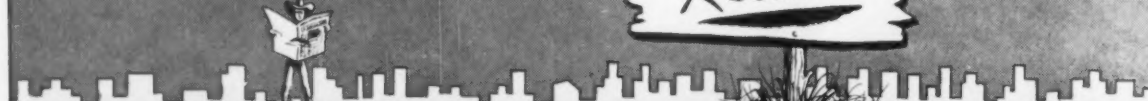
19 OUT OF 22 GENERAL CLASSIFICATIONS

25 OUT OF 28 CLASSIFIED CLASSIFICATIONS

THE REASON...

Results!

Yes Sir...
**ONE PAPER
COMPLETELY
DOMINATES IN
Houston!**



THE HOUSTON CHRONICLE

JOHN T. JONES, JR., President
R. W. McCARTHY, Advertising Director M. J. GIBBONS, General Advertising Mgr.
THE BRANHAM COMPANY—National Representatives

SOURCE: MEDIA RECORDS

The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

METROPOLITAN AREA		% and Index	Pop. 1/1/56	Net Eff. Buying Income	CONSUMER SPENDING UNITS							Total In-come of Units Over \$10,000	RETAIL SALES								
Area and City	County and State				Buying Power Index	0 to \$2,499	\$2,500 to \$3,999	\$4,000 to \$5,999	\$7,000 to \$9,999	Over \$10,000	Total		Food	Eating Drink	Gen. Mdse.	Apparel	Furn.-House Radio	Auto-motive	Gas, Serv. Stas.	Lum.-Bldg.-Hdwe.	Drug
TEXAS																					
HOUSTON	Harris, Tex.	%U.S.	.6491	.7295	.7112	.5175	.6379	.7462	.8152	.8828	.8651	.7222	.7425	.5816	.7973	.7065	.7164	.7815	.7327	.8402	.7347
		Index	100	112	110	80	98	115	126	131	133	111	114	90	123	109	110	120	113	96	113
		%U.S.	.4372	.5033	.5272	.3781	.4661	.5086	.5461	.5832	.5891	.6271	.5950	.5206	.7523	.6577	.6315	.6941	.5902	.5251	.6287
Houston	Harris, Tex.	Index	100	115	121	86	107	116	125	133	135	143	136	119	172	150	144	159	135	120	144
		%U.S.	.0392	.0206	.0264	.0496	.0312	.0147	.0127	.0183	.0175	.0277	.0291	.0165	.0321	.0695	.0201	.0224	.0284	.0237	.0274
		Index	100	53	67	127	80	38	32	47	45	71	74	42	82	177	51	57	72	60	70
LAREDO	Webb, Tex.	%U.S.	.0373	.0186	.0250	.0447	.0263	.0132	.0115	.0166	.0159	.0274	.0282	.0160	.0320	.0695	.0199	.0224	.0275	.0237	.0266
		Index	100	50	67	120	76	35	31	45	43	73	76	43	86	186	53	60	74	64	71
		%U.S.	.0820	.1026	.1027	.0934	.0945	.0905	.1016	.1355	.1386	.1101	.0679	.0538	.1196	.0801	.1030	.1468	.1067	.1897	.0933
LUBBOCK	Lubbock, Tex.	Index	100	112	112	102	103	98	110	147	151	120	96	58	130	90	112	160	116	206	101
		%U.S.	.0743	.0677	.0694	.0602	.0806	.0773	.0667	.1158	.1185	.1024	.0767	.0503	.1150	.0695	.0983	.1411	.0965	.1706	.0855
		Index	100	118	120	108	108	104	117	156	159	138	103	66	155	120	132	190	130	230	115
MIDLAND	Midland, Tex.	%U.S.	.0270	.0387	.0366	.0152	.0199	.0315	.0449	.0649	.0701	.0395	.0393	.0295	.0151	.0521	.0400	.0579	.0413	.0416	.0476
		Index	100	143	136	56	74	117	166	240	260	146	146	109	56	193	148	214	153	154	178
		%U.S.	.0259	.0379	.0358	.0149	.0195	.0309	.0440	.0636	.0687	.0388	.0387	.0286	.0149	.0521	.0400	.0576	.0413	.0394	.0476
Midland	Midland, Tex.	Index	100	146	138	56	75	119	176	246	265	150	149	110	58	201	154	222	159	152	184

NOTE: All percentages and indexes of quality for all counties, cities, states and metro areas published in this issue are available on IBM cards at nominal cost, including all counties and cities not published here. Call or write:

MARKET STATISTICS, INC.
432 Fourth Avenue, New York 16, N.Y., Murray Hill 4-3559

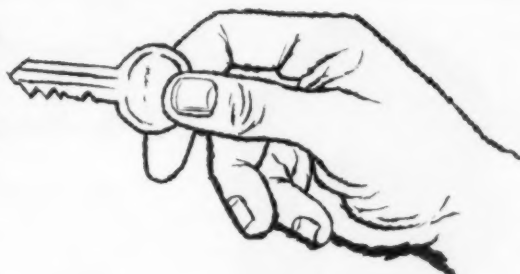
The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

METROPOLITAN AREA		SM ESTIMATES, 1955																					
Area and City	County and State	% and Index	Pop. 1/1/56	Net Eff. Buying Income	Buying Power Index	CONSUMER SPENDING UNITS						Total Income of Units Over \$10,000	RETAIL SALES										
						0 to \$2,499	\$2,500 to \$3,999	\$4,000 to \$5,999	\$7,000 to \$9,999	Over \$10,000	Total		Food	Eat-ing Drink	Gen. Mdse.	Apparel	Furn.-House Radio	Auto-motive	Gas, Serv. Stas.	Lum.-Bldg.-Hdwe.	Drugs		
TEXAS																							
ODESSA	Ector, Tex.	%U.S. Index	.0403	.0474	.0480	.0186	.0288	.0584	.0603	.0639	.0651	.0543	.0528	.0323	.0401	.0583	.0640	.0648	.0632	.0515	.0451		
		100	118	119	46	71	140	150	134	137	135	131	80	100	145	159	161	157	128	112			
Odessa	Ector, Tex.	%U.S. Index	.0344	.0432	.0440	.0168	.0260	.0512	.0552	.0497	.0509	.0516	.0512	.0303	.0397	.0584	.0640	.0648	.0683	.0509	.0442		
		100	126	128	49	76	149	160	144	148	150	149	88	115	170	186	188	189	148	128			
SAN ANGELO	Tom Green, Tex.	%U.S. Index	.0450	.0448	.0460	.0484	.0523	.0417	.0408	.0492	.0490	.0486	.0459	.0367	.0444	.0367	.0513	.0609	.0486	.0481	.0452		
		100	100	102	108	116	93	91	109	109	108	102	82	99	82	114	135	108	107	100			
San Angelo	Tom Green, Tex.	%U.S. Index	.0405	.0413	.0428	.0445	.0480	.0387	.0378	.0454	.0452	.0467	.0452	.0346	.0441	.0363	.0513	.0609	.0471	.0474	.0440		
		100	102	106	110	119	96	93	112	112	115	112	85	109	90	127	150	116	117	109			
SAN ANTONIO	Bexar, Tex.	%U.S. Index	.3501	.2879	.3161	.4725	.3655	.2650	.2439	.2580	.2527	.3405	.3325	.3169	.3966	.4559	.2636	.3827	.3411	.2532	.3136		
		100	82	90	135	104	76	70	74	72	97	95	91	113	130	75	101	87	72	80			
San Antonio	Bexar, Tex.	%U.S. Index	.3106	.2511	.2863	.3249	.3308	.2422	.2216	.2277	.2220	.3353	.3264	.3039	.3939	.4527	.2626	.3514	.3253	.2476	.3137		
		100	81	83	105	107	78	71	73	71	108	105	96	127	146	85	113	105	80	101			
TEMPLE	Bell, Tex.	%U.S. Index	.0575	.0516	.0512	.1023	.0658	.0484	.0338	.0321	.0291	.0461	.0439	.0396	.0446	.0407	.0417	.0618	.0532	.0451	.0588		
		100	90	89	178	149	84	59	56	51	80	76	69	78	71	73	107	93	78	102			
TYLER	Smith, Tex.	%U.S. Index	.0478	.0383	.0440	.0581	.0497	.0363	.0340	.0334	.0323	.0510	.0480	.0231	.0348	.0662	.0580	.0597	.0489	.0603	.0694		
		100	80	92	122	104	76	71	70	68	107	101	49	73	139	122	125	103	127	188			
Tyler	Smith, Tex.	%U.S. Index	.0311	.0297	.0349	.0404	.0356	.0280	.0279	.0265	.0279	.0162	.0418	.0207	.0317	.0638	.0574	.0573	.0401	.0535	.0782		
		100	95	112	130	114	90	90	92	90	149	134	67	102	205	185	184	129	172	251			
WACO	McLennan, Tex.	%U.S. Index	.0858	.0723	.0791	.1078	.0977	.0707	.0603	.0601	.0578	.0861	.0859	.0749	.0932	.0576	.0630	.1006	.0674	.0905	.1070		
		100	84	92	126	114	82	70	70	67	100	100	87	109	67	97	117	102	105	125			
Waco	McLennan, Tex.	%U.S. Index	.0627	.0565	.0635	.0804	.0734	.0551	.0487	.0497	.0482	.0758	.0732	.0621	.0672	.0535	.0781	.0906	.0715	.0779	.0935		
		100	90	101	128	117	88	78	79	77	121	117	99	139	85	125	144	114	124	149			
WICHITA FALLS	Wichita, Tex.	%U.S. Index	.0765	.0799	.0800	.1212	.0883	.0785	.0646	.0601	.0787	.0824	.0684	.0566	.0650	.0649	.0733	.1014	.0871	.0535	.0910		
		100	104	105	158	115	103	84	105	103	108	89	74	85	111	96	133	114	70	119			
Wichita Falls	Wichita, Tex.	%U.S. Index	.0626	.0745	.0698	.1169	.0815	.0710	.0604	.0764	.0751	.0666	.0554	.0517	.0626	.0785	.0644	.0884	.0672	.0408	.0790		
		100	119	111	186	130	113	96	122	120	106	88	82	100	125	103	141	107	65	126			

KOSA-TV ODESSA MIDLAND TEXAS

CHANNEL 7

KEY TO ONE OF THE NATION'S RICHEST TELEVISION MARKETS



KOSA-TV covers the Permian Basin of West Texas and Southeastern New Mexico—world's largest and richest oilfield. Figures for this area are shown below:

EFFECTIVE BUYING INCOME 806,445,000.00
RETAIL SALES 576,836,000.00

Per Family Effective Buying Income* 7,371.00

* 5 primary counties

KOSA-TV is the only advertising medium that completely serves this market.

For the many reasons why the KOSA-TV market offers you a bigger television dollar's worth, contact a John E. Pearson representative today.

KOSA-TV

1211 N. Whitaker

Odessa, Texas

The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

METROPOLITAN AREA			ESTIMATES, 1955																			
Area and City	County and State	Pop. 1/1/56	Net Eff. Buying Index	CONSUMER SPENDING UNITS						Total Income of Units Over \$10,000	RETAIL SALES											
				0 to \$2,499	\$2,500 to \$3,999	\$4,000 to \$5,999	\$6,000 to \$9,999	Over \$10,000	Total		Food	Eating Drink	Gen. Mdse.	Apparel	Furn.-House Radio	Auto-motive	Gas. Serv. Stas.	Lum.-Bldg.-Hdw.	Drug			
VIRGINIA																						
DANVILLE	Pittsylvania, Va.	%U.S.	.0674	.0461	.0505	.0642	.0680	.0425	.0381	.0360	.0345	.0466	.0451	.0359	.0541	.0403	.0327	.0481	.0702	.0532	.0392	
		Index	100	68	75	91	101	63	57	53	51	69	67	53	80	60	49	71	104	79	58	
Danville	Pittsylvania, Va.	%U.S.	.0286	.0262	.0297	.0307	.0335	.0240	.0231	.0253	.0249	.0362	.0363	.0315	.0382	.0367	.0297	.0377	.0395	.0379	.0326	
		Index	100	92	104	107	117	84	81	88	87	127	127	110	134	128	104	132	138	133	114	
HAMPTON-NEWPT NEWS	Newp't N'ws, Va.	%U.S.	.1129	.1094	.1071	.1291	.1299	.1201	.1079	.0791	.0757	.0992	.1084	.0794	.0815	.1026	.1457	.1115	.1007	.0597	.0968	
		Index	100	97	95	114	115	106	96	70	67	88	96	69	72	91	129	99	89	53	86	
Warwick	Newp't N'ws, Va.	%U.S.	.0289	.0269	.0353	.0333	.0367	.0289	.0240	.0181	.0171	.0534	.0414	.0366	.0626	.0773	.1041	.0585	.0371	.0351	.0484	
		Index	100	93	122	115	127	100	83	63	59	185	143	127	217	267	360	202	128	121	167	
Hampton	Newp't N'ws, Va.	%U.S.	.0470	.0472	.0424	.0486	.0514	.0538	.0498	.0353	.0340	.0314	.0421	.0292	.0133	.0216	.0271	.0418	.0345	.0223	.0289	
		Index	100	100	90	103	109	114	106	75	72	67	90	60	28	46	58	89	73	47	61	
LYNCHBURG	Campbell, Va.	%U.S.	.0499	.0409	.0456	.0539	.0533	.0404	.0313	.0357	.0346	.0506	.0461	.0343	.0806	.0481	.0738	.0487	.0499	.0484	.0602	
		Index	100	82	91	108	107	81	63	72	69	101	92	69	121	96	148	96	100	97	121	
Lynchburg	Campbell, Va.	%U.S.	.0314	.0292	.0330	.0363	.0360	.0285	.0229	.0277	.0272	.0404	.0356	.0269	.0498	.0444	.0616	.0369	.0355	.0365	.0541	
		Index	100	93	105	116	115	91	73	88	87	129	113	86	159	141	196	118	112	116	172	
NORFOLK-PORTSMOUTH	Norfolk, Va.	%U.S.	.3227	.3270	.3166	.4522	.4107	.3368	.2930	.2461	.2353	.2954	.3003	.2970	.2970	.4108	.3686	.2942	.2567	.1556	.3123	
		Index	100	101	98	140	127	104	91	76	73	92	93	92	92	127	114	91	80	48	97	
Norfolk	Norfolk, Va.	%U.S.	.1800	.2113	.1987	.2854	.2552	.2126	.1958	.1705	.1647	.1902	.1750	.1827	.2235	.3163	.2656	.1766	.1455	.0745	.2071	
		Index	100	117	110	159	142	118	109	95	92	106	97	102	124	176	148	98	81	41	115	
Portsmouth	Norfolk, Va.	%U.S.	.0594	.0595	.0587	.0691	.0625	.0630	.0496	.0362	.0335	.0569	.0585	.0515	.0542	.0611	.0809	.0567	.0458	.0277	.0533	
		Index	100	100	99	150	139	107	84	61	56	96	98	87	91	137	136	95	77	47	90	
PETERSBURG-HOPEWELL	Dinwiddie, Va.	%U.S.	.0801	.0468	.0511	.0725	.0682	.0466	.0392	.0315	.0295	.0522	.0575	.0358	.0429	.0532	.0530	.0510	.0657	.0420	.0509	
		Index	100	78	85	121	110	78	65	52	49	87	96	60	71	89	88	85	109	70	85	
Petersburg	Dinwiddie, Va.	%U.S.	.0232	.0188	.0235	.0267	.0281	.0177	.0147	.0141	.0135	.0315	.0319	.0191	.0210	.0425	.0291	.0376	.0288	.0246	.0396	
		Index	100	81	101	115	121	76	63	61	58	136	138	82	91	183	125	162	124	106	171	



*Advertising elsewhere doesn't help me!
Only the Roanoke Newspapers cover my market,
my retailer customers and their customers.*

says Mr. S. F. Hollingsworth (owner and manager),
Allied Sales Company, Roanoke, Virginia.



"There are no two ways about it! We need advertising and merchandising support from the Roanoke newspapers. National brands today must have pre-selling to compete with other advertised brands."

The Roanoke newspapers dominate the entire 16-county Roanoke market area. No other newspapers have significant coverage!

Write for new folder describing the Roanoke Market Development Plan to:
SAWYER, FERGUSON, WALKER COMPANY • National Representatives

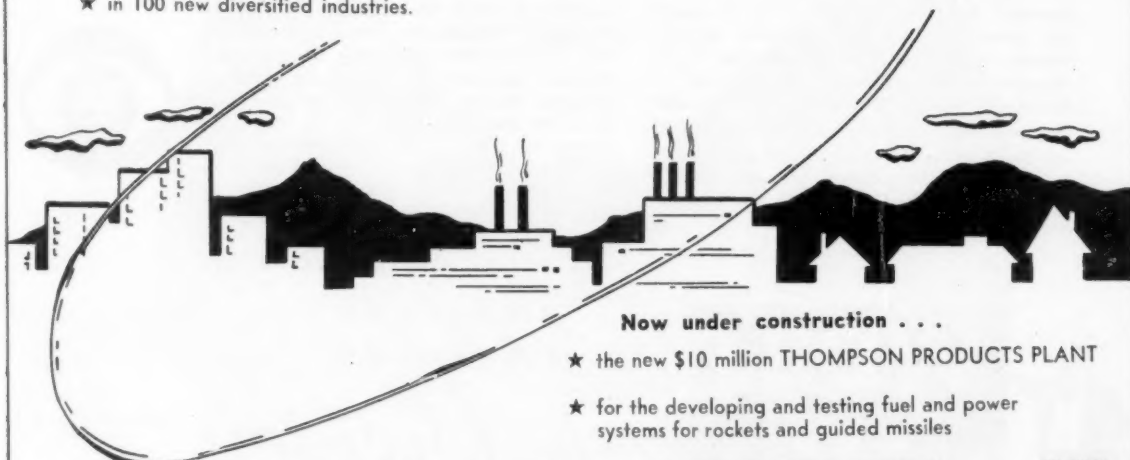


THE ROANOKE TIMES
THE ROANOKE WORLD-NEWS
ROANOKE, VIRGINIA

THE STATION IN THE HUB OF INDUSTRY

In the Roanoke post war year period . . .

- ★ 6500 new jobs have been created in industry
- ★ representing \$20 million in new ANNUAL payroll dollars
- ★ in 100 new diversified industries.



SHENANDOAH LIFE STATIONS, INC. • RADIO-TELEVISION CENTER

ROANOKE, VIRGINIA

WSLS-TV CHANNEL 10

AVERY-KNOEL NATIONAL REPRESENTATIVES



The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

METROPOLITAN AREA		ESTIMATES, 1955																				
Area and City	County and State	% and Index	Pop. 1/1/58	Net Eff. Buying Income	Buying Power Index	CONSUMER SPENDING UNITS						Total Income of Units Over \$10,000	RETAIL SALES									
						0 to \$2,499	\$2,500 to \$3,999	\$4,000 to \$5,999	\$7,000 to \$9,999	Over \$10,000	Total		Food	Eating Drink	Gen. Mdse.	Apparel	Furn.-House Radio	Auto-motive	Gas, Serv. Stas.	Lum.-Bldg.-Hdwe.	Drug	
VIRGINIA																						
RICHMOND	Chesterfield, Henrico, Va.	%U.S. Index	.2189 100	.2317 106	.2320 106	.1968 90	.2228 102	.2163 99	.2463 113	.2645 121	.2677 122	.2415 110	.2241 102	.1870 85	.3983 182	.2222 102	.2142 98	.1989 91	.2353 107	.1441 66	.2620 120	
	Richmond, Henrico, Va.	%U.S. Index	.1449 100	.1686 116	.1799 124	.1490 103	.1698 117	.1498 103	.1742 120	.1990 137	.2010 139	.2220 153	.1973 136	.1628 112	.3890 268	.2197 152	.1967 136	.1801 124	.1884 130	.1269 88	.2338 161	
ROANOKE	Roanoke, Va.	%U.S. Index	.0875 100	.0882 98	.0882 101	.0703 80	.0891 102	.0913 104	.0863 99	.0850 97	.0844 96	.0918 105	.0821 94	.0681 78	.0998 114	.1264 144	.1060 121	.0910 104	.0929 106	.0552 63	.1032 118	
	Roanoke, Va.	%U.S. Index	.0606 100	.0640 106	.0675 111	.0500 83	.0644 106	.0676 112	.0659 109	.0644 106	.0642 106	.0778 128	.0661 109	.0508 84	.0940 155	.1216 201	.0969 160	.0732 121	.0626 103	.0436 72	.0911 150	
WEST VIRGINIA																						
CHARLESTON	Fayette, Kanawha, W. Va.	%U.S. Index	.1957 100	.1773 91	.1777 91	.1536 78	.1976 101	.1992 102	.1790 91	.1537 79	.1507 77	.1663 85	.1869 96	.1203 61	.2107 108	.1540 79	.1614 82	.1850 95	.1636 84	.1113 57	.1514 77	
	Charleston, Kanawha, W. Va.	%U.S. Index	.0457 100	.0577 126	.0665 146	.0446 98	.0510 112	.0558 122	.0620 136	.0694 152	.0707 155	.0951 208	.0830 182	.0721 158	.1481 320	.1262 276	.0931 204	.1190 260	.0602 132	.0438 96	.0655 187	
CLARKSBURG	Harrison, W. Va.	%U.S. Index	.0489 100	.0434 89	.0442 90	.0458 94	.0528 108	.0483 99	.0385 79	.0359 73	.0348 71	.0425 87	.0453 93	.0273 56	.0406 83	.0546 112	.0398 81	.0423 87	.0452 92	.0407 83	.0602 123	
	Clarksburg, Harrison, W. Va.	%U.S. Index	.0199 100	.0233 117	.0251 126	.0184 92	.0227 114	.0254 128	.0229 115	.0243 122	.0244 123	.0316 159	.0314 158	.0193 97	.0341 171	.0623 263	.0351 176	.0283 142	.0231 116	.0308 155	.0493 248	
HUNTINGTON-ASHLAND	Boyd, Ky. Lawrence, Ohio Cabell, Wayne, W. Va.	%U.S. Index	.1579 100	.1305 83	.1361 86	.1533 97	.1651 105	.1441 91	.1141 72	.0950 60	.0907 57	.1308 83	.1417 90	.0975 62	.1548 98	.1367 87	.1500 95	.1341 85	.1295 82	.1154 73	.1196 76	
	Huntington, Cabell, W. Va.	%U.S. Index	.0557 100	.0565 101	.0598 107	.0584 106	.0660 118	.0586 105	.0532 96	.0522 94	.0513 92	.0679 122	.0643 115	.0478 86	.0913 164	.0699 161	.0865 155	.0649 117	.0501 90	.0893 124	.0695 125	

ROANOKE and WESTERN VIRGINIA . . .

**a Rich and Growing Market-place
Deserves Primary Consideration!**

Roanoke Retailers are expanding to meet this growth, joined by a number of nationally known firms, in the realization of the Roanoke area's potential. For instance, in the next 3 years, in the department store and shopping center fields alone, almost \$25,000,000 will be spent.

As for industrial growth, Western Virginia is abreast (maybe ahead!) of the general growth which is under way in the South. On

October 3, 1956 the Accessories Division of Thompson Products, Inc. announced plans for their \$10,000,000 plant near Roanoke, and Koppers Company announced an expansion plan to increase production by one third. Roanoke and Western Virginia are ably served by WDBJ • Radio • Television. Both stations are CBS affiliates. The WDBJ name has been a familiar voice in the area for 32 years.



Ask Peters, Griffin, Woodward

AM - 960 KC

FM - 94.9 MC



radio-television



**Owned and Operated by TIMES-WORLD CORPORATION
PETERS, GRIFFIN, WOODWARD, INC., National Representatives**

The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

METROPOLITAN AREA		SM ESTIMATES, 1955																			
Area and City	County and State	% and Index	Pop. 1/1/56	Net Eff. Buying Income	Buying Power Index	CONSUMER SPENDING UNITS					Total Income of Units Over \$10,000	RETAIL SALES									
						0 to \$2,499	\$2,500 to \$3,999	\$4,000 to \$5,999	\$7,000 to \$9,999	Over \$10,000		Total	Food	Eating Drink	Gen. Mdse.	Apparel	Furn.-House Radio	Auto-motive	Gas, Serv. Stas.	Lum.-Bldg.-Hdwe.	Drug
WEST VIRGINIA																					
Ashland	Beyd, Ky.	%U.S. Index	.0201 100	.0192 96	.0217 108	.0163 81	.0193 96	.0231 115	.0186 93	.0158 79	.0155 77	.0270 134	.0289 144	.0110 55	.0333 166	.0325 162	.0349 174	.0347 173	.0217 108	.0189 94	.0245 122
WHEELING-STEUBENVILLE	Belmont, Jefferson, Ohio	%U.S. Index	.2159 100	.2084 97	.2067 96	.1873 87	.2352 109	.2301 111	.1925 89	.1640 76	.1594 74	.1977 92	.2287 106	.1937 90	.2470 114	.1898 88	.2127 99	.1654 77	.1892 88	.2078 96	.1568 73
	Brooke, Hancock, Marshall, Ohio, W. Va.																				
Wheating	Ohio, W. Va.	%U.S. Index	.0398 100	.0441 111	.0472 119	.0402 102	.0496 125	.0458 116	.0399 101	.0450 114	.0447 113	.0674 145	.0434 110	.0521 132	.1191 301	.0824 208	.0869 219	.0447 113	.0291 73	.0375 95	.0468 118
Steubenville ...	Jefferson, Ohio. . .	%U.S. Index	.0221 100	.0275 124	.0316 143	.0170 77	.0221 100	.0313 142	.0271 123	.0279 126	.0281 127	.0449 203	.0512 232	.0318 143	.0663 300	.0487 220	.0437 196	.0369 167	.0284 129	.0582 263	.0340 154

Definition of Consumer Spending Unit

The "consumer spending unit" is closely related to the Census term "families and unrelated individuals". . . which adds to the number of private households the income-receiving units living in quarters not classified as dwelling units (boarding houses, hotels, military barracks, colleges, etc.), as well as so-called "doubled-up" married couples or parent-child groups sharing the living quarters of relatives, and unrelated individuals living alone or with other families.



It may sound negative, but it's as
positive as we can make it:
You can't cover Los Angeles *adequately*
without the Los Angeles Examiner.

Los Angeles Examiner

Over 344,000 every day

Over 700,000 every Sunday

In short: the Los Angeles Examiner today
is a market-must. It enables you to reach not
only *Los Angeles County* (now No. 1 in
National Retail Sales) but *Southern California!*
Want more facts and figures?
Ask the HAS-man nearest you!

Represented by Hearst Advertising Service Inc.

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The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

METROPOLITAN AREA		ESTIMATES, 1965																				
Area and City	County and State	C and Index	Pop. 1/1/56	Net Br. Buying-Income	Buying-Power Index	CONSUMER SPENDING UNITS						Total Income of Units Over \$10,000	RETAIL SALES									
						0 to \$2,499	\$2,500 to \$3,999	\$4,000 to \$5,999	\$6,000 to \$9,999	Over \$10,000	Total		Food	Eat-ing Drink	Gen. Mds.	Ap-parel	Furn.-House Radio	Auto-motive	Gas. Serv. Stas.	Lum.-Bldg.-Hdwe.	Drug	
ARIZONA																						
PHOENIX	Maricopa, Ariz.	%U.S.	.3046	.2656	.2787	.3620	.3005	.2671	.2288	.2373	.2531	.2833	.2880	.2884	.2190	.2117	.3720	.2894	.3590	.3535	.3548	
		Index	100	87	91	119	99	88	75	64	83	93	95	95	72	70	122	95	118	116	116	
Phoenix	Maricopa, Ariz.	%U.S.	.0941	.0978	.1220	.1240	.1035	.0960	.0882	.1032	.1024	.1809	.1380	.1832	.1799	.1705	.2747	.1924	.2032	.2195	.2278	
		Index	100	104	130	132	110	102	94	110	109	192	147	195	191	181	292	204	216	233	242	
TUCSON	Pima, Ariz.	%U.S.	.1310	.1190	.1232	.1739	.1345	.1255	.1078	.1015	.0980	.1247	.1350	.1282	.1090	.1289	.1257	.1093	.1576	.1570	.1463	
		Index	100	91	94	133	103	96	82	77	75	95	103	76	83	98	96	83	120	120	112	
Tucson	Pima, Ariz.	%U.S.	.0332	.0355	.0555	.0556	.0371	.0333	.0330	.0338	.0353	.1038	.1120	.0959	.0808	.1261	.1127	.1044	.0860	.1286	.1224	
		Index	100	107	167	167	112	100	99	108	106	313	337	289	243	380	339	314	295	387	369	
CALIFORNIA																						
BAKERSFIELD	Kern, Cal.	%U.S.	.1580	.1689	.1674	.1264	.1331	.1815	.1885	.1828	.1838	.1712	.1809	.1796	.1564	.1149	.1771	.1561	.2480	.2197	.1594	
		Index	100	107	106	80	84	115	119	116	116	116	108	114	114	99	73	112	99	156	139	101
Bakersfield	Kern, Cal.	%U.S.	.0288	.0390	.0540	.0216	.0229	.0375	.0482	.0516	.0540	.0971	.0786	.0877	.1302	.0766	.1197	.0954	.1086	.1164	.0987	
		Index	100	146	201	81	85	140	180	193	201	362	297	327	486	286	447	356	405	434	368	
FRESNO	Fresno, Cal.	%U.S.	.1913	.1880	.1968	.1670	.1821	.1907	.1920	.1967	.1969	.2151	.2442	.2061	.1513	.2088	.2808	.1606	.2355	.2726	.2392	
		Index	100	98	103	87	95	100	100	103	103	112	128	108	79	109	147	84	123	142	125	
Fresno	Fresno, Cal.	%U.S.	.0694	.0845	.0990	.0663	.0694	.0657	.0944	.0948	.0957	.1430	.1458	.1330	.1294	.1779	.2271	.1051	.1416	.1470	.1788	
		Index	100	122	143	96	100	123	136	137	138	208	210	192	173	256	327	151	204	212	258	
LOS ANGELES-LONG BEACH	Los Angeles, Orange, Cal.	%U.S.	3.4172	4.2439	4.1047	3.1746	3.4193	4.3337	4.9110	4.7198	4.7624	4.3313	4.4341	4.4493	4.3075	4.2513	5.5054	4.4331	5.0352	3.1344	4.5872	
		Index	100	124	120	93	100	127	144	138	139	139	127	130	130	126	124	161	130	147	92	134
Los Angeles	Los Angeles, Cal.	%U.S.	1.3570	1.7648	1.7428	1.4649	1.5406	1.7388	2.0236	1.9277	1.9386	1.9634	1.8337	2.2108	2.4796	2.0232	2.6892	1.7716	2.1477	1.2224	2.1241	
		Index	100	130	128	100	108	114	128	149	142	143	145	135	163	183	149	198	131	158	90	157
Long Beach	Los Angeles, Cal.	%U.S.	.1797	.2325	.2381	.1963	.1967	.2565	.2652	.2236	.2219	.2864	.2655	.3127	.3474	.2704	.3729	.3140	.3432	.1538	.2645	
		Index	100	129	132	109	108	143	148	144	124	123	159	148	174	193	150	206	175	191	86	147
Pasadena	Los Angeles, Cal.	%U.S.	.0719	.1041	.1104	.0877	.0828	.0882	.1067	.1430	.1482	.1465	.1083	.0922	.2546	.1689	.1915	.1748	.1333	.0699	.1263	
		Index	100	145	154	122	115	123	143	148	199	206	204	148	128	354	232	286	243	195	97	176
Glendale	Los Angeles, Cal.	%U.S.	.0711	.1089	.1028	.0608	.0701	.0942	.1320	.1478	.1542	.1170	.1409	.0817	.1036	.1103	.1481	.1356	.1098	.0587	.1135	
		Index	100	150	145	86	99	132	186	206	217	165	198	115	146	155	208	219	154	83	160	
Santa Monica	Los Angeles, Cal.	%U.S.	.0477	.0652	.0698	.0494	.0548	.0680	.0733	.0728	.0733	.0922	.0957	.0955	.0839	.1116	.1245	.0976	.0867	.0604	.0911	
		Index	100	137	146	104	115	138	154	152	154	193	201	200	176	234	261	205	182	127	191	
Beverly Hills	Los Angeles, Cal.	%U.S.	.0192	.0531	.0562	.0194	.0187	.0189	.0351	.1274	.1506	.0860	.0422	.0965	.0995	.2409	.1137	.0909	.0402	.0380	.1004	
		Index	100	277	293	101	97	96	193	664	784	448	220	533	518	1,255	592	473	209	198	523	
Santa Ana	Orange, Cal.	%U.S.	.0362	.0427	.0333	.0375	.0399	.0483	.0446	.0390	.0385	.0611	.0589	.0374	.0967	.1428	.1039	.0896	.0721	.0816	.0872	
		Index	100	112	140	90	104	126	117	102	101	212	154	180	253	374	272	235	189	214	228	
Burbank	Los Angeles, Cal.	%U.S.	.0570	.0698	.0701	.0313	.0412	.0788	.0932	.0771	.0786	.0794	.1023	.0903	.0396	.0486	.0698	.0891	.0982	.0662	.0878	
		Index	100	122	123	85	72	138	164	135	138	139	179	158	99	85	158	156	172	116	164	
Compton	Los Angeles, Cal.	%U.S.	.0400	.0428	.0322	.0226	.0303	.0343	.0348	.0372	.0369	.0760	.0724	.0390	.1100	.0347	.0718	.1304	.0810	.0302	.0454	
		Index	100	107	131	57	76	138	137	93	92	190	181	98	275	87	180	326	153	76	114	
Inglewood	Los Angeles, Cal.	%U.S.	.0343	.0461	.0327	.0227	.0267	.0460	.0629	.0569	.0590	.0758	.0648	.0537	.1191	.0377	.0861	.0789	.0838	.0273	.0612	
		Index	100	134	154	66	78	134	183	166	172	221	189	157	347	302	251	230	273	80	237	
Huntington Pk.	Los Angeles, Cal.	%U.S.	.0190	.0267	.0352	.0169	.0218	.0302	.0336	.0250	.0249	.0602	.0283	.0470	.0448	.1130	.0885	.1199	.0337	.0154	.0982	
		Index	100	141	185	89	115	159	177	132	131	317	149	247	236	595	466	631	177	81	517	
Alhambra	Los Angeles, Cal.	%U.S.	.0337	.0450	.0468	.0250	.0268	.0450	.0633	.0531	.0546	.0564	.0473	.0490	.0423	.0722	.1106	.0885	.0585	.0343	.0544	
		Index	100	134	139	74	80	134	188	158	162	173	140	145	126	214	328	283	174	102	161	

You'll Never Catch The Brass Ring Without R-E-A-C-H-I-N-G For It!

That's why SMART advertisers who reach for the wealthy Long Beach segment of the vast Los Angeles-Long Beach Metropolitan Market choose the Independent, Press-Telegram!

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morning Sunday evening
Independent Press-Telegram
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*City zone population: 373,355
Consumer spendable income:
\$665,589,000

NO Los Angeles Daily reaches even 1 out of 10 city zone homes in the Long Beach market. All four L.A. Dailies reach only 1 out of 6.

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Sources: ABC report,
March 31, 1956

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Metropolitan

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PASADENA MARKET
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Pasadena

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**L. A. County outside of the L. A. ABC City Zone, Avg. est. by research depts. L. A. dailies.

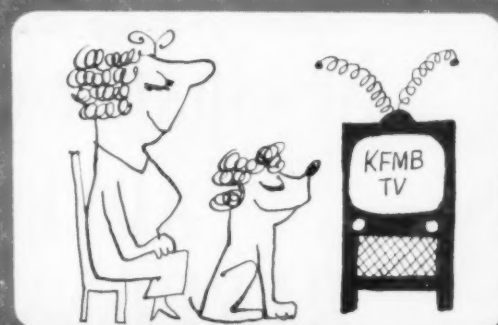
Sources: Sales Management 5/10/56; Census Retail Trade, 1954; ABC 3/31/56 annual audit.

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The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

METROPOLITAN AREA		ESTIMATES, 1955																			
Area and City	County and State	% of Index	Pop. 1/1/55	Net E.R. Buy-ing In-come	Buy-ing Power Index	CONSUMER SPENDING UNITS						Total In-come of Units Over \$10,000	RETAIL SALES								
						9 to \$2,400	\$2,500 to \$3,999	\$4,000 to \$5,999	\$7,000 to \$9,999	Over \$10,000	Total		Food	Eat-ing Drink	Gen. Mids.	Apparel	Furn.-House Radio	Auto-motive	Gas. Serv. Stat.	Lum.-Bldg.-Hdw.	Drug
CALIFORNIA																					
Pasadena	Los Angeles, Cal.	% U.S.	66.6	.0356	.0381	.0291	.0323	.0407	.0398	.0316	.0312	.0511	.0498	.0391	.0477	.0601	.0663	.0552	.0628	.0434	.0356
		Index	100	111	100	91	101	127	124	95	88	160	156	122	149	188	207	173	165	136	111
Whittier	Los Angeles, Cal.	% U.S.	0.12	.0291	.0333	.0188	.0184	.0275	.0350	.0383	.0397	.0499	.0598	.0335	.0238	.0850	.0778	.0523	.0574	.0304	.0481
		Index	100	137	188	89	87	130	165	181	187	235	282	156	112	401	367	271	143	231	227
Culver City	Los Angeles, Cal.	% U.S.	.0196	.0243	.0299	.0128	.0159	.0267	.0315	.0288	.0273	.0459	.0413	.0338	.0185	.0259	.0394	.0988	.0485	.0435	.0282
		Index	100	123	151	85	80	135	159	135	138	232	209	171	93	131	199	499	245	220	142
South Gate	Los Angeles, Cal.	% U.S.	.0326	.0384	.0381	.0180	.023	.0480	.0548	.0347	.0348	.0411	.0362	.0420	.0124	.0142	.0359	.0850	.0529	.0286	.0578
		Index	100	118	117	45	71	147	168	106	107	126	111	129	38	44	110	261	162	82	177
Redondo Beach	Los Angeles, Cal.	% U.S.	.0254	.0268	.0275	.0196	.0218	.0326	.0314	.0229	.0226	.0301	.0534	.0158	.0099	.0165	.0275	.0374	.0326	.0126	.0438
		Index	100	106	108	77	86	128	124	90	89	119	210	62	39	65	108	147	128	50	172
San Fernando	Los Angeles, Cal.	% U.S.	.0096	.0098	.0153	.0080	.0096	.0113	.0103	.0084	.0083	.0284	.0240	.0171	.0157	.0284	.0341	.0466	.0324	.0244	.0297
		Index	100	102	159	83	100	118	107	88	86	296	250	178	164	296	355	485	338	254	309
El Monte	Los Angeles, Cal.	% U.S.	.0082	.0080	.0124	.0051	.0054	.0077	.0089	.0042	.0040	.0272	.0257	.0167	.0127	.0372	.0365	.0375	.0428	.0273	.0247
		Index	100	97	200	82	87	124	111	68	65	439	415	289	205	600	589	605	680	440	398
MODESTO	Stanislaus, Cal.	% U.S.	.0659	.0793	.0682	.0801	.0841	.0832	.0744	.0756	.0747	.1048	.1000	.0798	.0709	.0941	.0855	.0930	.1161	.1710	.1061
		Index	100	92	103	93	98	97	87	88	87	122	116	93	83	110	100	108	135	199	124
Modesto	Stanislaus, Cal.	% U.S.	.0218	.0297	.0375	.0287	.0298	.0295	.0295	.0314	.0313	.0610	.0503	.0435	.0510	.0708	.0558	.0637	.0559	.0981	.0710
		Index	100	136	172	133	132	137	135	144	144	280	231	200	234	325	256	292	256	450	326
SACRAMENTO	Sacramento, Cal.	% U.S.	.2352	.2878	.2756	.2001	.2095	.3021	.3594	.3135	.3167	.2821	.3192	.2993	.2626	.2358	.4681	.2349	.2890	.2909	.2803
		Index	100	122	117	85	89	128	153	133	135	120	136	127	112	100	199	100	123	124	119
Sacramento	Sacramento, Cal.	% U.S.	.0965	.1386	.1533	.0937	.0955	.1367	.1771	.1631	.1669	.2155	.1970	.2413	.2267	.2109	.3722	.1946	.2004	.2300	.2297
		Index	100	144	159	97	99	142	184	169	173	223	204	250	235	219	386	202	208	238	238
SAN BERNARDINO-RIVERSIDE-ONTARIO	Riverside, San B'm'd'n, Cal. San B'm'd'n, Cal.	% U.S.	.3686	.3431	.3614	.4002	.3915	.3882	.3212	.2546	.2446	.3870	.4025	.4075	.2763	.2857	.4155	.3594	.6373	.4281	.3786
		Index	100	93	98	109	106	105	87	89	86	105	109	111	75	78	113	98	173	116	103
San Bernardino	San B'm'd'n, Cal.	% U.S.	.0516	.0628	.0633	.0517	.0513	.0624	.0565	.0407	.0396	.0886	.0820	.0632	.1077	.0856	.1133	.0931	.1016	.0830	.1038
		Index	100	102	123	100	99	121	108	79	77	172	159	122	200	188	220	180	197	161	201

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* Sales Management 1956 Survey of Buying Power

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SAN DIEGO

America's more market

The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

METROPOLITAN AREA		SM ESTIMATES, 1955																			
Area and City	County and State	% and Index	Pop. 1/1/56	Net Eff. Buying Income	CONSUMER SPENDING UNITS						Total Income of Units Over \$10,000	RETAIL SALES									
					0 to \$2,499	\$2,500 to \$3,999	\$4,000 to \$5,999	\$6,000 to \$9,999	\$10,000 and over	Total		Food	Eating Drink	Gen. Mds.	Apparel	Furn.-House Radio	Auto-motive	Gas. Serv. Stns.	Lum.-Bldg.-Hdwe.	Drug	
CALIFORNIA																					
Riverside	Riverside, Cal.	%U.S. Index	.0419 100	.0419 100	.0478 114	.0458 109	.0458 109	.0428 102	.0424 101	.0377 90	.0369 88	.0616 147	.0570 136	.0391 93	.0521 124	.0595 142	.0798 190	.0704 168	.0634 151	.0499 119	.0611 146
SAN DIEGO	San Diego, Cal.	%U.S. Index	.4982 100	.5843 117	.5345 107	.6205 125	.5693 114	.6322 114	.5878 127	.5328 107	.5240 105	.4758 96	.4791 96	.4942 99	.4336 87	.4720 95	.5974 120	.5070 162	.5256 105	.3708 74	.4808 97
		%U.S. Index	.2883 100	.3485 121	.3256 113	.3699 128	.3379 117	.3725 129	.3494 121	.3247 113	.3208 111	.3124 108	.2689 93	.3407 118	.3618 125	.3428 119	.4690 142	.3472 120	.3206 111	.1938 67	.3150 109
S'N FR NCISCO-OAKLAND	Alameda, Contra Costa, Marin San Francisco, San Mateo, Solano, Cal.	%U.S. Index	1.5759 100	2.1446 136	1.9264 122	1.4471 92	1.5266 97	2.1399 136	2.5962 165	2.5428 161	2.6071 165	1.7969 114	1.9639 125	2.4065 153	1.7940 114	2.0275 129	2.2799 142	1.6122 102	1.6951 108	1.0173 65	1.8396 117
		%U.S. Index	.4864 100	.7298 150	.6618 136	.5713 117	.6063 125	.7025 144	.8446 174	.8426 173	.8548 176	.6652 137	.6315 130	.8085 245	.9939 166	.8528 204	.5408 175	.4120 111	.1840 85	.6115 38	.126 126
Oakland	Alameda, Cal.	%U.S. Index	.2485 100	.3293 133	.3194 129	.2354 95	.2484 100	.3465 139	.3963 159	.3584 144	.3620 146	.3500 141	.3202 129	.4019 162	.5171 208	.4162 167	.5434 219	.3145 127	.2786 112	.1500 60	.3657 147
Berkeley	Alameda, Cal.	%U.S. Index	.0734 100	.1111 151	.0926 126	.1036 141	.0808 110	.0959 131	.1244 169	.1463 199	.1504 205	.0744 101	.0858 117	.0617 84	.0485 66	.0802 109	.1433 195	.0716 98	.0904 123	.0323 44	.0969 132
Richmond	Contra Costa, Cal.	%U.S. Index	.0610 100	.0596 98	.0588 96	.0321 53	.0473 78	.0792 130	.0740 121	.0444 73	.0432 71	.0660 92	.0694 114	.0447 73	.0533 67	.0496 91	.0721 118	.0656 108	.0642 105	.0294 48	.0459 75
San Mateo	San Mateo, Cal.	%U.S. Index	.0359 100	.0610 170	.0521 145	.0177 49	.0211 89	.0455 127	.0792 221	.1071 296	.1172 326	.0479 133	.0492 137	.0558 155	.0767 214	.0555 173	.0621 215	.0127 35	.0477 133	.0586 163	.0470 131
Hayward	Alameda, Cal.	%U.S. Index	.0241 100	.0267 111	.0299 124	.0163 88	.0195 81	.0318 132	.0331 137	.0252 105	.0251 104	.0390 162	.0393 163	.0268 111	.0222 92	.0528 219	.0445 185	.0422 175	.0442 183	.0345 143	.0414 172
Redwood City	San Mateo, Cal.	%U.S. Index	.0242 100	.0327 135	.0326 135	.0138 57	.0156 64	.0324 134	.0449 164	.0434 179	.0456 188	.0380 157	.0524 217	.0336 139	.0215 89	.0253 105	.0325 134	.0420 174	.0410 169	.0322 133	.0546 226
Vallejo	Solano, Cal.	%U.S. Index	.0250 100	.0354 142	.0337 135	.0327 131	.0328 131	.0427 171	.0383 153	.0277 111	.0269 106	.0367 147	.0385 154	.0429 172	.0348 139	.0335 134	.0742 297	.0323 129	.0461 184	.0139 56	.0431 172
San Leandro	Alameda, Cal.	%U.S. Index	.0289 100	.0344 119	.0338 117	.0162 56	.0190 68	.0376 130	.0475 164	.0393 146	.0402 136	.0359 124	.0477 165	.0317 110	.0199 89	.0288 115	.0332 133	.0384 189	.0645 108	.0312 152	.0439 163
San Rafael	Marin, Cal.	%U.S. Index	.0096 100	.0148 154	.0191 199	.0079 82	.0075 78	.0124 125	.0191 129	.0220 229	.0234 244	.0325 339	.0200 208	.0286 300	.0332 346	.0327 341	.0307 320	.0474 494	.0271 282	.0318 331	.0221 230

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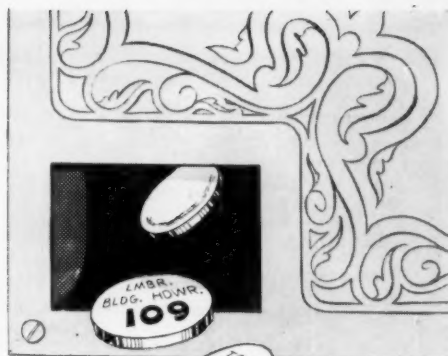
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Index figures from Sales Management Survey of Buying Power, 1956

Daily Circulation Now 102,500

The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

METROPOLITAN AREA		ESTIMATES, 1955																					
Area and City	County and State	% and Index	Pop. 1/1/56	ER. Buying Income	Net Buying Power Index	CONSUMER SPENDING UNITS						Total Income of Units Over \$10,000	RETAIL SALES										
						0 to \$2,499	\$2,500 to \$3,999	\$4,000 to \$5,999	\$6,000 to \$9,999	Over \$10,000	Total		Food	Eating Drink	Gen. Mdxs.	Apparel	Furn-House Radio	Auto-motive	Gas. Serv. Stas.	Lum.-Bldg.-Hdws.	Drug		
CALIFORNIA																							
Alameda	Alameda, Cal.	%U.S. Index	.0445	.0551	.0448	.0335	.0402	.0588	.0705	.0580	.0586	.0271	.0423	.0271	.0105	.0213	.0313	.0266	.0318	.0035	.0509	.0509	.0509
Burlingame	San Mateo, Cal.	%U.S. Index	.0136	.0237	.0227	.0067	.0064	.0167	.0327	.0417	.0457	.0270	.0281	.0184	.0110	.0259	.0131	.0605	.0181	.0040	.0253	.0253	.0253
SAN JOSE																							
San Jose	Santa Clara, Cal.	%U.S. Index	.2679	.3073	.2909	.2636	.2426	.3074	.3475	.3465	.3500	.2900	.3399	.2719	.2203	.3239	.4038	.2943	.3513	.2928	.3169	.3169	.3169
Palo Alto	Santa Clara, Cal.	%U.S. Index	.0284	.0413	.0404	.0245	.0242	.0335	.0470	.0640	.0680	.0483	.0430	.0416	.0252	.0822	.0562	.0580	.0485	.0418	.0487	.0487	.0487
SANTA B'RB'RA																							
Santa Barbara	Santa B'r'b'r', Cal.	%U.S. Index	.0688	.0792	.0772	.0752	.0747	.0763	.0922	.0931	.0809	.0636	.0854	.0347	.0998	.1142	.0690	.0982	.1204	.0936	.0936	.0936	.0936
STOCKTON																							
Stockton	San Joaquin, Cal.	%U.S. Index	.1384	.1453	.1450	.1503	.1382	.1510	.1458	.1440	.1429	.1489	.1437	.1612	.1112	.1419	.1549	.1550	.1574	.1934	.1457	.1457	.1457
COLORADO																							
COLORADO SPRINGS	El Paso, Colo.	%U.S. Index	.0637	.0603	.0687	.1017	.0759	.0587	.0449	.0540	.0522	.0860	.0735	.0889	.0546	.0921	.1024	.0813	.1109	.1410	.1126	.1126	.1126
DENVER	Adams, Arapahoe, Denver, Jefferson, Colo.	%U.S. Index	.4372	.4696	.4827	.4676	.4477	.4915	.4843	.4942	.4838	.5343	.5072	.4983	.5804	.4016	.5990	.5962	.5050	.4195	.8412	.8412	.8412
Englewood	Arapahoe, Colo.	%U.S. Index	.0157	.0149	.0191	.0104	.0136	.0201	.0151	.0119	.0116	.0284	.0344	.0120	.0170	.0104	.0451	.0524	.0200	.0181	.0286	.0286	.0286
PUEBLO	Pueblo, Colo.	%U.S. Index	.0640	.0514	.0567	.0498	.0587	.0631	.0504	.0379	.0385	.0606	.0675	.0583	.0487	.0595	.0749	.0702	.0639	.0566	.0566	.0566	.0566
IDAHO																							
BOISE	Ada, Canyon, Idaho	%U.S. Index	.0833	.0712	.0790	.0807	.0853	.0799	.0728	.0677	.0531	.0920	.0771	.0605	.1098	.0615	.0888	.1156	.1104	.1054	.0859	.0859	.0859
MONTANA																							
BILLINGS	Y'l'wstone, Mont.	%U.S. Index	.0421	.0447	.0474	.0302	.0375	.0505	.0495	.0478	.0479	.0553	.0449	.0567	.0411	.0490	.0740	.0708	.0557	.0754	.0639	.0639	.0639
BUTTE-ANACONDA	Deer Lodge, Silver Bow, Mont.	%U.S. Index	.0453	.0485	.0480	.0386	.0419	.0654	.0434	.0306	.0292	.0478	.0532	.0819	.0434	.0374	.0481	.0450	.0499	.0238	.0347	.0347	.0347
GREAT FALLS	Cascade, Mont.	%U.S. Index	.0377	.0440	.0448	.0325	.0358	.0496	.0458	.0518	.0525	.0490	.0385	.0567	.0526	.0430	.0642	.0504	.0448	.0608	.0455	.0455	.0455

NOTE: All percentages and indexes of quality for all counties, cities, states and metro areas published in this issue are available on IBM cards at nominal cost, including all counties and cities not published here. Call or write:

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PALMER HOYT, EDITOR AND PUBLISHER

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The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

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Area and City	County and State	% and Index	Pop. 1/1/56	Net E.R. Buying In- come	Buy- ing Power Index	CONSUMER SPENDING UNITS						Total In- come of Units Over \$10,000	RETAIL SALES									
						0 to \$2,499	\$2,500 to \$3,999	\$4,000 to \$5,999	\$6,000 to \$9,999	Over \$10,000	Total		Food	Eat- ing Drink	Gen. Mdis.	Ap- parel	Furn.- Home Radio	Auto- motive	Gas. Serv. Stas.	Lum.- Bldg.- Hdwe.	Drug	
NEVADA																						
LAS VEGAS	Clark, Nev.	%U.S. Index	.0578	.0764	.0745	.0624	.0673	.0793	.0898	.0740	.0738	.0826	.0803	.1073	.0584	.0986	.0814	.0834	.1292	.0634	.1027	
Las Vegas	Clark, Nev.	%U.S. Index	.0333	.0432	.0482	.0338	.0372	.0427	.0513	.0453	.0456	.0683	.0686	.0681	.0638	.0882	.0771	.0757	.0817	.0678	.0806	
RENO	Washoe, Nev.	%U.S. Index	.0397	.0592	.0370	.039	.0406	.0569	.0672	.0760	.0785	.0650	.0450	.1135	.0547	.0706	.0698	.0688	.0722	.0435	.1633	
Reno	Washoe, Nev.	%U.S. Index	.0261	.0423	.0443	.0285	.0290	.0394	.0477	.0550	.0570	.0596	.0382	.0957	.0629	.0669	.0624	.0680	.0626	.0415	.1518	
NEW MEXICO																						
ALBUQUERQUE	Bernalillo, N. M.	%U.S. Index	.1256	.1275	.1278	.1094	.1272	.1278	.1350	.1403	.1411	.1299	.1182	.1243	.1358	.1212	.1547	.1516	.1557	.1078	.1423	
Albuquerque	Bernalillo, N. M.	%U.S. Index	.1038	.1097	.1139	.0915	.1072	.1093	.1181	.1233	.1240	.1276	.1125	.1207	.1349	.1213	.1434	.1506	.1507	.1060	.1399	
OREGON																						
EUGENE	Lane, Ore.	%U.S. Index	.0933	.0920	.0934	.0902	.0822	.1124	.1000	.0960	.0762	.0856	.1079	.0702	.0751	.0690	.1033	.0969	.1257	.0977	.0723	
Eugene	Lane, Ore.	%U.S. Index	.0274	.0335	.0394	.0397	.0287	.0380	.0371	.0403	.0324	.0673	.0499	.0383	.0607	.0547	.0774	.0620	.0573	.0448	.0469	
PORTLAND	Clackamas, Multnomah, Washington, Ore.	%U.S. Index	.4739	.4897	.5005	.4942	.4337	.5625	.5617	.4958	.4007	.5385	.5571	.5149	.7218	.3923	.4892	.5154	.4934	.4170	.4299	
Portland	Clark, Wash.	%U.S. Index	.2509	.2868	.3118	.2907	.2444	.3313	.3416	.3126	.2493	.3942	.3795	.4022	.8546	.3363	.3654	.3609	.3146	.2280	.2748	
Vancouver	Clark, Wash.	%U.S. Index	.0256	.0264	.0269	.0201	.0234	.0346	.0294	.0188	.0182	.0285	.0308	.0230	.0203	.0204	.0444	.0356	.0343	.0141	.0358	
SALEM	Marion, Ore.	%U.S. Index	.0634	.0628	.0588	.0654	.0580	.0602	.0522	.0513	.0402	.0657	.0652	.0500	.0496	.0615	.0565	.0722	.0928	.0865	.0734	
Salem	Marion, Ore.	%U.S. Index	.0274	.0269	.0335	.0300	.0280	.0309	.0290	.0282	.0224	.0485	.0359	.0349	.0436	.0572	.0435	.0619	.0641	.0427	.0639	
UTAH																						
OGDEN	Weber, Utah	%U.S. Index	.0602	.0556	.0555	.0362	.0496	.0734	.0641	.0405	.0393	.0522	.0567	.0376	.0355	.0699	.0707	.0423	.0582	.0807	.0596	
Ogden	Weber, Utah	%U.S. Index	.0397	.0398	.0419	.0265	.0349	.0508	.0467	.0308	.0300	.0469	.0495	.0320	.0334	.0699	.0570	.0402	.0444	.0710	.0570	
PROVO	Utah, Utah	%U.S. Index	.0573	.0420	.0456	.0473	.0487	.0579	.0351	.0215	.0193	.0437	.0441	.0272	.0523	.0300	.0422	.0492	.0681	.0419	.0568	
SALT LAKE CITY	Salt Lake, Utah	%U.S. Index	.1884	.1930	.2006	.1187	.1558	.2288	.2104	.1940	.1943	.2213	.1965	.1770	.2679	.1782	.2312	.2331	.2471	.1790	.2677	
Salt Lake City	Salt Lake, Utah	%U.S. Index	.1231	.1386	.1489	.0889	.1097	.1559	.1541	.1486	.1501	.1832	.1497	.1436	.2616	.1673	.2035	.1973	.1879	.1143	.2257	

For PROFITABLE Selection of Markets

A market is only as good as your chances of selling it. In addition to the basic market data, you need to know something about available coverage and the local media's command on the interest of readers, listeners and viewers. That's why a study of the advertisements in this issue should be a must.

They not only enable you to weigh your chances of selling the market, but they frequently bring to light significant and helpful comparisons that might otherwise remain hidden in the basic "Marketing is on the Move" data. And they also spotlight local developments that emphasize the market's continuing growth.

For a realistic appraisal . . . and profitable selections . . . be sure to study both the Nov. 10 data and the advertisements.

SALT LAKE • OGDEN • PROVO



"Sure, I'm going to a fire! Salt Lake-Ogden-Provo is one of the forty hottest markets in America!"

GASOLINE SERVICE STATION SALES, 29th hottest; lumber, building materials, hardware dealers sales, 35th hottest; drug store sales, 36th hottest; population, 40th hottest*. Any way you figure it, Salt Lake-Ogden-Provo is one of the forty hottest markets in America!

"Be sure to send the advertising to fire up your sales force and burn up your inventory."

TRI-CITY 549,000 pop.* 137,800 TV homes (100% unduplicated)

28-COUNTY MARKET 846,000 pop.* 209,000 TV homes (88% unduplicated)

KTVT 4
CHANNEL

Katz Agency, Inc.
National Representatives

N.B.C.

KSL-TV 5
CHANNEL

CBS-TV Spot Sales
National Representatives

C.B.S.

KUTV 2
CHANNEL

Avery-Knodel, Inc.
National Representatives

A.B.C.

OFFICES AND STUDIOS IN SALT LAKE CITY, UTAH

* Sales Management--40th largest

* Standard Rate & Data Service--35th largest

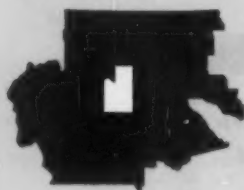
the Spokane Market is



Total Spokane Market

Effective Income: \$1,800,456,000
Retail Sales: \$1,313,678,000
Families: 336,300 (Population: 1,084,600)

The Spokesman-Review and Spokane Daily Chronicle reach 3 out of 10 families.



Retail Trading Zone*

Effective Income: \$1,108,219,000
Retail Sales: \$ 773,391,000
Families: 193,600 (Population: 628,100)

The Spokesman-Review and Spokane Daily Chronicle reach 8 out of 10 families.



Metropolitan Spokane

Effective Income: \$484,789,000
Retail Sales: \$336,760,000
Families: 83,000 (Population: 261,000)

The Spokesman-Review and Spokane Daily Chronicle reach 10 out of 10 families.

Totals are cumulative
Population, households, income, sales: Sales Management, 1956
Circulation: ABC Audit Report, March 31, 1956
*24 complete counties shown. Latest data, with exception of
circulation, unavailable for parts of counties defined by ABC

If you're measuring markets
by metropolitan areas,
better go cautiously
when you come to Spokane.



Measuring this big market
in terms of metropolitan data
is like fitting diapers
on the Aga Khan. It
just can't be done.



Why? Because
the isolated Spokane region
is one of the West's largest
natural marketing areas
-- an integrated
trade entity
the size of New England
... but in the very heart of the
Pacific Northwest



Walled in on all sides
by giant mountain ranges ...
and separated from surrounding
markets by great
distances ... it conforms
ideally to the logic
of geography and
distribution patterns.



More than a metropolitan area,
this vast market is composed of
hundreds of prosperous
cities and towns and
rich farm communities.



4 times as big as it looks



Population is over a million ... income is close to two billion (4% above the U. S. per capita average) ... and sales are well over a billion (8% above the U. S. per capita average!)



Measured by any market index you choose, it's four times as big as it's metropolitan area. And you *sell it all*, when you sell Spokane!



For not only do Spokane's two big daily newspapers -- The Spokesman-Review and Spokane Daily Chronicle -- furnish complete coverage of metropolitan Spokane, they blanket the entire Spokane Market, too.



Throughout one of the largest areas served by any daily newspaper in the country, these two big newspapers enter one out of every two households!



THE SPOKESMAN-REVIEW SPOKANE DAILY CHRONICLE

Cover
the Inland Empire
like
the sunshine



To cover the vast Spokane Market, delivery trucks of The Spokesman-Review and Spokane Daily Chronicle travel a distance equal to three times around the world every week.



More than 2400 carrier-salesmen in hundreds of cities and towns throughout the Spokane Market provide 9 out of 10 subscribers with home delivery service.

Advertising Representatives: Cresmer & Woodward, Inc.
Sunday Spokesman-Review carries Metro Sunday Comics and This Week magazine.

The Metro Area Markets • Their Ability to Buy • What and How Much They Buy

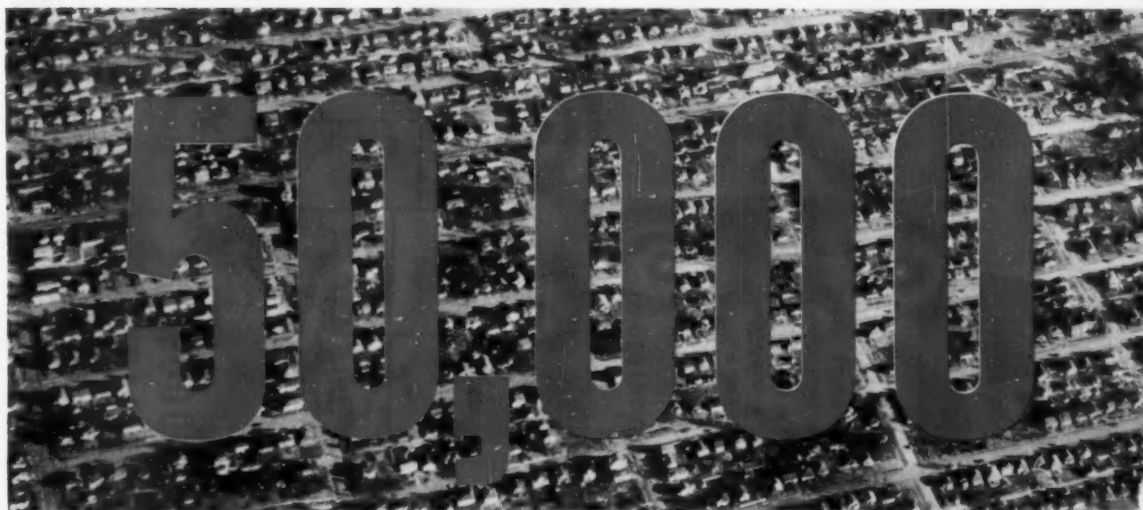
METROPOLITAN AREA		ESTIMATES, 1955																			
Area and City	County and State	Pop. Index	Pop. 1/1/50	Net E.R. Buy- ing In- come	Buy- ing Power Index	CONSUMER SPENDING UNITS					Total In- come of Units Over \$10,000	RETAIL SALES									
						0 to \$2,499	\$2,500 to \$3,999	\$4,000 to \$5,999	\$6,000 to \$9,999	Over \$10,000		Total	Food	Eat- ing Drink	Gen. Mdse.	Ap- parel	Furn- iture Radio	Auto- motive	Gas. Serv. Stas.	Lum.- Bldg.- Hdwe.	Drug
WASHINGTON																					
BELLINGHAM	Whatcom, Wash.	%U.S. Index	.0427 100	.0392 92	.0408 96	.0498 117	.0459 107	.0459 107	.0381 85	.0246 58	.0231 54	.0424 99	.0393 92	.0403 94	.0358 83	.0364 85	.0336 79	.0332 78	.0348 81	.0552 129	.0365 85
Bellingham	Whatcom, Wash.	%U.S. Index	.0217 100	.0231 106	.0290 115	.0283 130	.0238 110	.0275 127	.0212 98	.0185 76	.0158 73	.0302 139	.0285 131	.0287 132	.0307 141	.0343 158	.0288 133	.0221 102	.0241 111	.0349 161	.0283 130
BREMERTON	Kitsap, Wash.	%U.S. Index	.0515 100	.0521 101	.0503 98	.0498 97	.0468 91	.0721 140	.0548 106	.0294 57	.0275 53	.0486 90	.0557 108	.0401 78	.0388 75	.0251 49	.0443 86	.0423 82	.0465 90	.0423 82	.0683 133
Bremerton	Kitsap, Wash.	%U.S. Index	.0198 100	.0224 113	.0240 121	.0149 75	.0172 87	.0313 158	.0262 132	.0147 74	.0141 71	.0293 148	.0250 126	.0249 126	.0347 175	.0213 108	.0297 150	.0314 159	.0215 108	.0255 129	.0534 270
EVERETT	Sn'h'mish, Wash.	%U.S. Index	.0806 100	.0784 97	.0776 96	.0831 103	.0775 96	.0982 122	.0761 94	.0540 67	.0517 64	.0744 92	.0858 106	.0599 74	.0561 70	.0453 56	.0715 89	.0746 93	.0947 117	.0932 116	.0523 65
Everett	Sn'h'mish, Wash.	%U.S. Index	.0207 100	.0231 112	.0275 133	.0233 113	.0201 97	.0294 142	.0228 110	.0174 84	.0168 81	.0395 191	.0399 193	.0244 118	.0437 211	.0343 166	.0375 181	.0480 232	.0363 175	.0378 183	.0283 137
PASCO KENNE- WICK-RICHL'D	Benton, Franklin, Wash.	%U.S. Index	.0518 100	.0633 122	.0594 115	.0263 51	.0387 71	.0737 142	.0883 170	.0855 126	.0864 128	.0578 112	.0665 128	.0500 97	.0393 76	.0417 81	.0487 94	.0575 111	.0812 157	.0673 130	.0948 183
SEATTLE	King, Wash.	%U.S. Index	.4691 100	.6131 131	.5738 122	.4457 95	.4508 96	.6613 141	.7243 154	.6546 140	.6583 140	.5774 123	.5292 113	.6196 132	.9010 192	.4792 102	.5086 108	.4808 98	.5585 119	.3900 83	.5935 127
Seattle	King, Wash.	%U.S. Index	.3384 100	.4844 143	.4513 133	.3628 107	.3604 107	.5084 150	.5688 168	.5293 158	.5346 158	.4714 139	.3839 116	.5233 155	.8574 253	.4391 130	.4131 122	.3540 105	.4087 120	.2760 82	.4669 138
SPOKANE	Spokane, Wash.	%U.S. Index	.1574 100	.1829 116	.1774 113	.1552 99	.1484 94	.2028 129	.2055 131	.1776 113	.1770 112	.1815 115	.1695 108	.1496 95	.2437 155	.1463 93	.1758 112	.1723 109	.1696 108	.1400 89	.1811 115
Spokane	Spokane, Wash.	%U.S. Index	.1116 100	.1375 123	.1384 124	.1116 100	.1061 97	.1510 135	.1563 140	.1383 124	.1384 124	.1577 141	.1408 126	.1307 117	.2373 213	.1417 127	.1603 144	.1424 128	.1286 113	.1001 90	.1610 144
TACOMA	Pierce, Wash.	%U.S. Index	.1836 100	.2003 109	.1873 102	.2759 150	.1941 106	.2176 119	.1965 107	.1619 88	.1563 85	.1680 92	.1777 97	.1652 90	.1835 100	.1156 83	.1830 100	.1457 79	.1834 100	.1282 70	.1800 98
Tacoma	Pierce, Wash.	%U.S. Index	.0930 100	.1082 112	.1112 105	.0998 98	.0932 98	.1204 127	.1123 118	.0959 101	.0947 100	.1304 137	.1283 135	.1248 131	.1616 170	.1035 109	.1547 163	.1124 119	.1164 123	.0993 105	.1186 125
YAKIMA	Yakima, Wash.	%U.S. Index	.0896 100	.0765 85	.0843 94	.0885 99	.0878 98	.0862 96	.0700 78	.0569 64	.0547 61	.0939 105	.0905 101	.0759 85	.0921 103	.0475 53	.0826 92	.0916 102	.0934 104	.1448 162	.0888 99
Yakima	Yakima, Wash.	%U.S. Index	.0283 100	.0290 110	.0368 140	.0273 104	.0261 99	.0322 122	.0314 119	.0263 100	.0260 99	.0568 216	.0447 170	.0472 179	.0770 293	.0356 135	.0504 192	.0612 233	.0503 191	.0654 249	.0672 217
WYOMING																					
CHEYENNE	Laramie, Wyo.	%U.S. Index	.0351 100	.0384 109	.0377 107	.0534 152	.0358 102	.0440 125	.0426 121	.0364 104	.0285 81	.0384 109	.0354 101	.0472 134	.0213 61	.0413 118	.0461 131	.0486 138	.0383 109	.0388 111	.0412 117
Cheyenne	Laramie, Wyo.	%U.S. Index	.0228 100	.0237 104	.0270 118	.0201 88	.0205 90	.0289 127	.0293 129	.0241 108	.0191 84	.0354 155	.0320 140	.0418 163	.0204 89	.0408 179	.0401 176	.0461 202	.0338 148	.0332 146	.0403 177

Not a Review . . . but a PREview

of next month's retail sales volume in more than 200 cities. In every first-of-the-month issue SALES MANAGEMENT forecasts what the month's retail sales will be in leading U. S. cities. We give the sales volume, the percentage of change from the same month last year and its relation to the national change for the same period. The *Survey of Buying Power* gives you sales for the latest complete year. In between *Surveys*, "High-Spot Cities" alerts you to changes in the making . . . each month.

In SEATTLE

The Seattle Times reaches



**more homes than Seattle's
second newspaper**

Call it "blanket coverage"—call it "penetration"—call it what you will: the fact remains that only The Seattle Times dominates the vital, buying A.B.C. City Zone.

This is where your customers live: over 600,000 of them. This is where they shop—spending the nation's third-highest per-capita income.

And this is the newspaper they buy, read, believe in... the newspaper that constitutes their shopping guide; day after day, Sunday after Sunday: The Seattle Times.



Source: ABC Publishers Statement, six months ending March 31, 1956

The Seattle Times

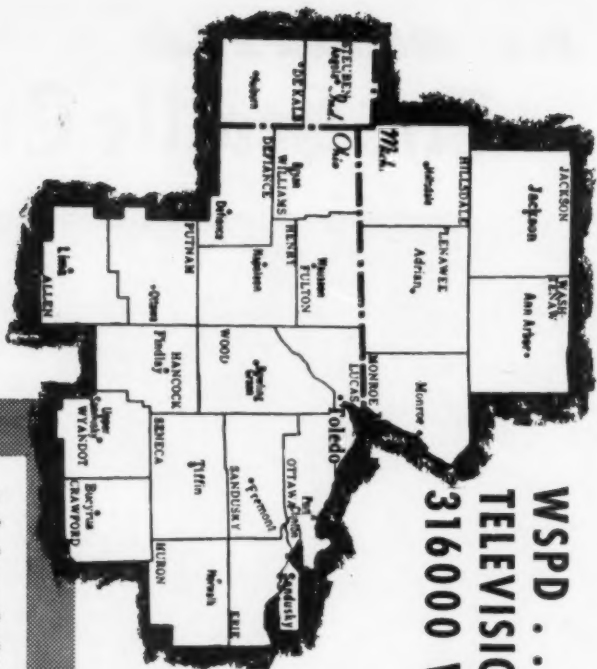
SEATTLE'S ACCREDITED NEWSPAPER

REPRESENTED BY O'MARA & ORMSBEE, INC.

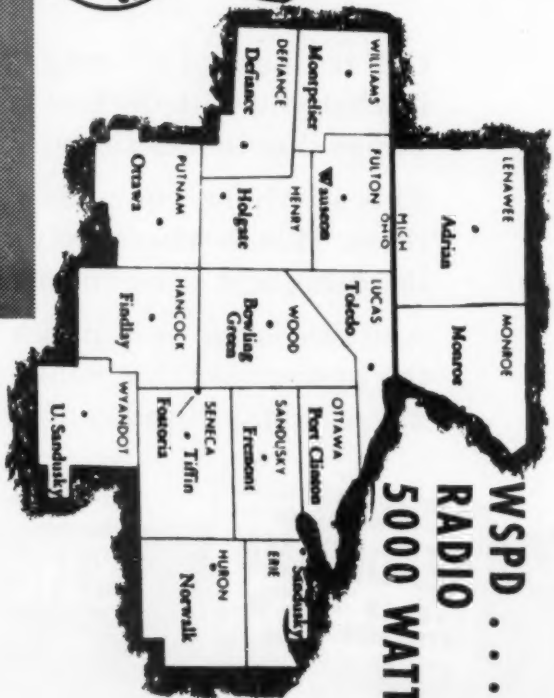
New York • Detroit • Chicago • Los Angeles • San Francisco

Member Metro Sunday Comics and Sunday Magazine Network

WSPD . . . TELEVISION 316000 WATTS



WSPD . . . RADIO 5000 WATTS



Toledo ranks high in the nation's 200 leading areas...

- 38th in population • 33rd in total income • 37th in retail sales
- 39th in effective buying power • 6th in buying power per capita
- 7th in buying power per family • 34th in Food sales • 34th in Gen. Mdse. • 37th in Furniture and Household sales • 31st in Automotive sales • 35th in Drug Sales.

Speedy daily entertains the people whose buying habits account for Toledo's high rating.

Authority for above listening and market information: Nielsen Coverage Service; Sales Management Survey of Buying Power.

WSPD RADIO TELEVISION TOLEDO, OHIO

Sister Broadcasting Company

700 MARKET, MAY GATES BLDG., 118 E. 5TH STREET, NEW YORK

Represented Nationally
by KATZ

1957's Best Markets Rated by:

Net Effective Buying Income

Buying Power Index

Consumer Spending Units

(\$0 to \$2,499)

(\$2,500 to \$3,999)

(\$4,000 to \$6,999)

(\$7,000 to \$9,999)

Over \$10,000

Total Income of Units Over \$10,000

Retail Sales

Total

Food

Eating Drink

Gen. Mdse.

Apparel

Furn. House Radio

Automotive

Gas, Serv. Stas.

Lum. Bldg. Hdwe.

Drug

The Top 25 Areas and Cities

The tables which follow on pages 188 through 205 show the top 25 Metropolitan County Areas and the top 25 cities according to index figures.

In computing these indexes the population percentage is the base, 100. The index for net Effective Buying Income is derived by dividing the area (or city) percentage of net EBI by the population percentage, and the same method is used for the other categories.

Reno, Nev., for example, has the top index of 149 in net Effective Buying Income, while Beverly Hills, Cal., with 277 leads the cities. These figures mean that Reno's Metropolitan Area is 49% better than the U. S. A. on income, while that of Beverly Hills is 177% higher than the national average.

The index is a good measure of quality, but in evaluating market potentials for specific products, the marketer will look both at quality and quantity. Consequently, in these "top 25" tables we show "percent of U. S. A." in addition to the ranking and the index.

Readers will find fascinating and important variations area by area, city by city, for each of 18 categories of

income and retail sales. A few of the differences have to do with accidents of geography; many can be traced to the development of suburban shopping areas since the end of World War II.

There is a tremendous range of variation in the index figures. For instance, in the category of incomes over \$10,000, Beverly Hills leads with an index of 784, which is 18 times greater than the comparable index of Laredo, Tex., 43. The range of variation is even greater in the case of some of the sales components: North Kansas City, Mo., with the benefit of mail order sales, has a general merchandise index of 4,706, as against an index of only 17 for Watertown, Mass., where most of the trade goes to nearby Boston.

The sales rankings show many cities which, though small in population, have by virtue of their strategic location become highly developed suburban shopping centers, frequently dominated by large branch department store operations which are beginning to overshadow the downtown centers of which they are offshoots. Into this category would fall such places as North Kansas City, and Clayton, Mo.; Hackensack and Fair

Lawn, N. J. Also included in this list are cities favored by the presence of mail order houses which cover very wide areas extending far beyond the limits of the particular markets. North Kansas City, for example, is both a suburban shopping area and the recipient of mail order business; it has less than 6,000 residents.

When food store sales are related to resident population (as is done with all of the quality index figures) we find a mixture of small suburban areas such as Kenmore (Buffalo), N. Y., and El Monte (Los Angeles) along with relatively large cities such as Tucson, Ariz., and San Jose, Cal.

Cities leading in eating and drinking places sales are the resort centers such as Miami Beach, Fla.; Atlantic City, N. J.; Beverly Hills, Cal., and Reno, Nev. Cities leading in apparel sales include Beverly Hills, Miami Beach, and White Plains, N. Y., all of which in recent years have become increasingly important centers for fashion and style apparel shopping.

The 261 Metropolitan County Areas which were evaluated by SALES MANAGEMENT include both standard and potential areas; the cities included are those which in 1955 had a retail sales volume of \$50 million or more.

TV ADVERTISERS:



**YOU ARE
NOT COVERING
SOUTH BEND —
INDIANA'S 2ND
MARKET—UNLESS
YOU ARE USING
WSBT-TV!**



Here's real proof of WSBT-TV's dominance of the South Bend Market: During the recent political conventions 76.9% of the television viewers here watched WSBT-TV. The next closest local station had only a 31.1% audience. No Chicago station reached more than 2.3%—No Michigan station reached even 1%!*

South Bend is one of the Nation's richest markets—No. 1 in the U. S. in incomes of \$4,000 to \$6,999—No. 2 in incomes of \$7,000 to \$9,999—No. 17 in incomes over \$10,000. (Sales Management, November 10, 1956).

Write for free market data book.

* Survey by independent interviewers of 1194 South Bend and Mishawaka homes—covering all days of both national political conventions.

PAUL H. RAYMER CO., INC., NATIONAL REPRESENTATIVES

WSBT-TV

CBS... A CBS BASIC OPTIONAL STATION

**SOUTH
BEND,
IND.
CHANNEL
34**

NET EFFECTIVE BUYING INCOME Top 25 Metropolitan Areas

Metropolitan Area	Quality of Market Index	% of U.S.A.	Ranking
Reno	149	.0592	1
Bridgeport-Stamford-Norwalk	144	.5156	2
Midland	143	.0387	3
Cleveland	139	1.3543	4
Washgtn., D.C.	138	1.4984	5
Toledo	137	.3553	6
Chicago	136	5.0380	7
San Francisco-Oakland	136	2.1446	8
New York-North East New Jersey, (N.J. portion)	134	3.0497	9
Hartford-New Britain	134	.5024	10
South Bend	134	.1931	11
Indianapolis	132	.4866	12
Las Vegas	132	.0764	13
Detroit	131	2.7811	14
Seattle	131	.6131	15
Columbus, Ohio	130	.4594	16
Dayton	127	.4036	17
Lansing	127	.1545	18
New York, N.E. N.J. (N.Y. portion)	126	7.8516	19
Wilmgtn., Del.	125	.2378	20
Los Angeles-Long Beach	124	4.2439	21
Milwaukee	124	.7203	22
New Haven-Waterbury	124	.4512	23
Trenton	124	.1939	24
Flint	123	.2455	25

NET EFFECTIVE BUYING INCOME Top 25 Cities

City and State	Quality of Market Index	% of U.S.A.	Ranking
Beverly Hills, Cal.	277	.0531	1
Clayton, Mo.	258	.0284	2
Ridgewood, N.J.	235	.0312	3
Cleveland Heights, Ohio	217	.0798	4
Evanston, Ill.	203	.0921	5

masonry building

singularly different ...

Masonry Building's over 20,000 paid subscribers are among a specialized high buying power segment of the building industry who read MB because MB alone covers their needs editorially.

5 So. Wabash, Chicago 3

SALES MANAGEMENT

City and State	Quality of Market Index	% of U.S.A.	Ranking
West Hartford, Conn.	202	.0634	6
Oak Park, Ill.	198	.0772	7
Montclair, N.J.	194	.0535	8
Birmingham, Mich.	192	.0272	9
Englewood, N.J.	190	.0292	10
Lakewood, Ohio	186	.0780	11
Brookline, Mass.	181	.0675	12
Miami Beach	177	.0610	13
Newton, Mass.	174	.0918	14
Burlingame, Cal.	174	.0237	15
Lower Merion Township, Pa.	171	.0570	16
San Mateo, Cal.	170	.0610	17
Coral Gables	168	.0262	18
E. Orange, N.J.	167	.0839	19
New Rochelle, N.Y.	165	.0697	20
Alexandria, Va.	163	.0821	21
Reno, Nev.	162	.0423	22
Highland Park, Mich.	160	.0450	23
White Plains	159	.0513	24
N. Hempstead Twp., N.Y.	158	.1873	25

BUYING POWER INDEX Top 25 Metropolitan Areas

Metro-politan Area	Quality of Market Index	% of U.S.A.	Ranking
Reno	144	.0570	1
Midland	136	.0366	2
Las Vegas	129	.0745	3
Bridgeport-Stamford-Norwalk	127	.4531	4
Cleveland	125	1.2177	5
Indianapolis	125	.4619	6
Toledo	124	.3213	7
Chicago	123	4.5804	8
Flint	123	.2439	9
Washgtn., D.C.	122	1.3297	10
San Francisco-Oakland	122	1.9264	11
Detroit	122	2.5979	12
Seattle	122	.5736	13
Amarillo	122	.0978	14
Hartford-New Britain	121	.4562	15
Lansing	121	.1478	16
Dallas	121	.5783	17
Columbus, Ohio	120	.4234	18
Los Angeles-Long Beach	120	4.1047	19
Kansas City, Mo.	119	.6835	20
Odessa	119	.0480	21
Miami	119	.5338	22
New York-N.E. New Jersey (N.J. portion)	118	2.7040	23
Dayton	118	.3743	24
Trenton	118	.1848	25

BUYING POWER INDEX Top 25 Cities

City and State	Quality of Market Index	% of U.S.A.	Ranking
N. Kansas City, Mo.	474	.0161	1
Beverly Hills, Cal.	293	.0562	2
Clayton, Mo.	257	.0283	3
Birmingham, Mich.	203	.0288	4
Bakersfield, Cal.	201	.0540	5
El Monte, Cal.	200	.0124	6
San Rafael, Cal.	199	.0191	7

City and State	Quality of Market Index	% of U.S.A.	Ranking
Ridgewood, N.J.	198	.0264	8
Hackensack, N.J.	198	.0373	9
White Plains, N.Y.	190	.0615	10
Morristn., N.J.	187	.0206	11
Huntington Park, Cal.	185	.0352	12
Coral Gables, Fla.	176	.0275	13
Oak Park, Ill.	175	.0680	14

FOR MARKETING MEN . . .

with any one of these new challenges:

1. About to introduce an entirely new product
2. Planning to diversify into new fields
3. Campaigning to build volume with old customers
4. Launching drive to attract new accounts

An accepted and proven method to assist in any of these challenges is the use of trade and industrial show participation. Today there are approximately 3,000 exhibiting opportunities, and more and more companies are taking advantage of them to meet new challenges. This swift road to the heart of the market (where prospects and customers seek out the seller) is made easy to travel with a complete guide to these opportunities.

To help you analyze potential exhibiting opportunities in your industry and related fields, SALES MEETINGS produces a quarterly *Directory of Conventions and Trade Shows*. This guide to all business and professional events is invaluable when you are seeking a fast route to a new market.

New regional and national trade and industrial shows are being scheduled daily. These mean new opportunities for marketing men. To keep track of these new events as well as established expositions, consult *Directory of Conventions and Trade Shows*.

Here are some of the facts you find in this complete directory: name of event, date and city in which it is scheduled, hotel headquarters, estimated attendance, executive in charge and his address. *Directory of Conventions and Trade Shows* is crossed indexed by industry and profession to help you check on all the events that may prove of value to your marketing aims. It lists data on over 18,000 conventions and trade shows each year.

Marketing men throughout America use this directory for easy reference to coming events in all industries. Issued four times a year at \$12 annually, this directory lists events months and years in advance. It keeps you posted as new events and dates are announced. It presents facts geographically and chronologically.

HERE'S HOW TO GET YOUR COPY

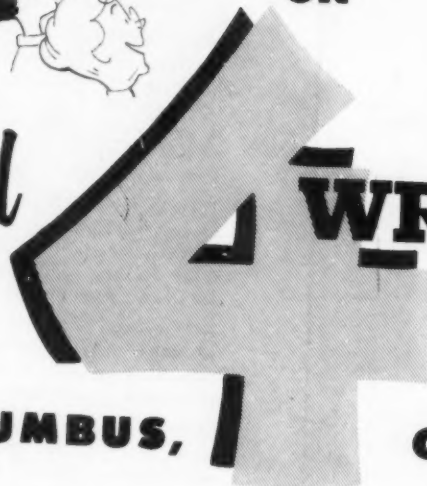
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AUDIENCE!**

ON

Channel



WRBL-TV



COLUMBUS,

GEORGIA

Represented by HOLLINGBERY Company

**GEORGIA'S SECOND
TELEVISION MARKET**

City and State	Quality of Market Index	% of U.S.A.	Ranking
Evanston, Ill.	174	.0788	15
Miami Beach, Fla.	172	.0594	16
Modesto, Cal.	172	.0375	17
Reno, Nev.	170	.0443	18
Painesville, O.	170	.0167	19
Englewood, N.J.	168	.0258	20
Burlingame, Cal.	167	.0227	21
Tucson, Ariz.	167	.0555	22
Cleveland Heights, Ohio	160	.0590	23
Highland Park, Mich.	160	.0451	24
Plainfield, N.J.	159	.0444	25

CONSUMER SPENDING UNITS 0 TO \$2,499

Top 25 Metropolitan Areas

Metro-politan Area	Quality of Market Index	% of U.S.A.	Ranking
Fayetteville	359	.2705	1
Columbus, Ga.	269	.3580	2
Champaign-Urbana	196	.1452	3
Biloxi-Gulfport	187	.1322	4
Temple	178	.1023	5
Lafayette	172	.0865	6
Daytona Beach	172	.0957	7
Colorado Springs	160	.1017	8
Wichita Falls	158	.1212	9
W. Palm Beach	158	.1578	10
Ann Arbor	153	.1436	11
Charleston, S.C.	153	.1743	12
Cheyenne	152	.0534	13
Tacoma	150	.2759	14
Joplin	150	.1019	15
Lawton	145	.0701	16
Augusta	141	.2237	17
Norfolk-Portsmouth	140	.4522	18
Atlantic City	139	.1191	19
Austin	138	.1583	20

Metro-politan Area	Quality of Market Index	% of U.S.A.	Ranking
Brownsville-Harlingen-McAln.	138	.3018	21
Tampa-St. Petersburg	137	.4574	22
Orlando	135	.1445	23
Montgomery	135	.1264	24
San Antonio	135	.4725	25

CONSUMER SPENDING UNITS 0 TO \$2,499

Top 25 Cities

City and State	Quality of Market Index	% of U.S.A.	Ranking
Ann Arbor, Mich.	269	.0821	1
Champaign, Ill.	221	.0612	2
Wichita Falls, Tex.	186	.1169	3
Charleston, S.C.	183	.0792	4
Atlantic City, N.J.	178	.0660	5
Daytona Beach, Fla.	178	.0417	6
Lexington, Ky.	176	.0614	7
Tucson, Ariz.	167	.0556	8
St. Petersburg, Fla.	165	.1362	9
Coral Gables, Fla.	164	.0256	10
Norfolk, Va.	159	.2854	11
Raleigh, N. C.	158	.0708	12
Lakeland, Fla.	152	.0369	13
Colorado Springs, Colo.	151	.0503	14
Burlington, Vt.	151	.0327	15
Portsmouth, Va.	150	.0891	16
Nashville, Tenn.	148	.1585	17
W. Palm Beach, Fla.	146	.0462	18
Miami Beach, Fla.	145	.0500	19
Eugene, Ore.	145	.0397	20
Madison, Wis.	145	.1025	21

City and State	Quality of Market Index	% of U.S.A.	Ranking
Joplin, Mo.	145	.0362	22
Clearwater, Fla.	144	.0233	23
Austin, Tex.	143	.1571	24
Columbia, S.C.	142	.0926	25

CONSUMER SPENDING UNITS \$2,500 TO \$3,999

Top 25 Metropolitan Areas

Metro-politan Area	Quality of Market Index	% of U.S.A.	Ranking
Temple	149	.0858	1
Biloxi-Gulfport	132	.0931	2
Daytona Beach	129	.0721	3
Williamsport	129	.0815	4
Tampa-St. Petersburg	128	.4266	5
W. Palm Beach	128	.1274	6
Lewstn.-Auburn	128	.0650	7
Atlantic City	127	.1086	8
Norfolk-Portsmouth	127	.4107	9
Orlando	126	.1350	10
Paducah	126	.0556	11
Portland, Me.	126	.1304	12
Springfield, Mo.	126	.0894	13
Champaign-Urbana	125	.0929	14
Bangor	125	.0820	15
Lincoln	125	.1013	16
Lafayette	124	.0623	17
St. Joseph	124	.0762	18
Joplin	124	.0843	19
Enid	123	.0393	20
Fort Smith	122	.0528	21
Marion	122	.0494	22
Asheville	122	.0975	23
Winston-Salem	122	.1251	24
York	122	.1579	25



EST. 1936

WJNO

CBS
Radio Network

"The most influential voice of the Palm Beaches"

3rd LARGEST CITY

on the famous Florida gold coast

On WJNO Radio you reap the benefit of a huge year around tourist population, besides.

WJNO easily leads

in total morning, afternoon and evening

WJNO Radio is
a 20-year-old Habit
in the Palm Beaches!

WJNO
WEST PALM BEACH, FLORIDA

**FIRST by
PULSE, INC.
survey**

FIRST in listening audience.
Always CBS Radio. Quality station with proven coverage and strong selling power, locally and nationally.

You just **CAN'T** miss with WJNO Radio, CBS for Palm Beach County!

Represented Nationally by

Robert Meeker Associates

Southeastern: James S. Ayres Co.



**CONSUMER SPENDING UNITS
\$2,500 TO \$3,999**

Top 25 Cities

City and State	Quality of Market Index	% of U.S.A.	Ranking
Atlantic City, N.J.	150	.0556	1
St. Petersburg, Fla.	146	.1206	2
Ann Arbor, Mich.	146	.0446	3
Norfolk, Va.	142	.2552	4
Lexington, Ky.	141	.0493	5
Portland, Me.	140	.0673	6
Harrisburg, Pa.	140	.0788	7
Portsmouth, Va.	139	.0825	8
Daytona Beach, Fla.	138	.0324	9
Asheville, N.C.	136	.0467	10
W. Palm Beach	135	.0428	11

City and State	Quality of Market Index	% of U.S.A.	Ranking
Nashville, Tenn.	135	.1445	12
Clearwater, Fla.	134	.0217	13
Springfield, Mo.	134	.0745	14
Miami, Fla.	133	.2470	15
Marion, Ind.	133	.0272	16
Paducah, Ky.	133	.0391	17
Joplin, Mo.	133	.0333	18
Winston-Salem, N.C.	133	.0825	19
Williamsport, Pa.	133	.0373	20
Modesto, Cal.	132	.0287	21
Miami Beach, Fla.	132	.0457	22
Orlando, Fla.	132	.0543	23
Tampa, Fla.	132	.1869	24
Vallejo, Cal.	131	.0328	25

**CONSUMER SPENDING UNITS
\$4,000 TO \$6,999**

Top 25 Metropolitan Areas

Metropolitan Area	Quality of Market Index	% of U.S.A.	Ranking
South Bend	148	.2128	1
Flint	148	.2943	2
Butte-Anaconda	144	.0654	3
Fort Wayne	142	.1764	4
Waterloo	142	.0956	5
Kenosha	142	.0712	6
Milwaukee	142	.8280	7
Pasco-Kennewick-Richland	142	.0737	8
Reno	141	.0559	9
Seattle	141	.6613	10
Akron	141	.3905	11
Racine	141	.1014	12
Bremerton	140	.0721	13
Davenport-Rock Island-Moline	140	.2145	14
Rockford	140	.1447	15
Odessa	140	.0564	16
Dayton	139	.4408	17
Toledo	139	.3609	18
Anderson	138	.0962	19
Las Vegas	137	.0793	20
Indianapolis	137	.5053	21
Lorain-Elyria	137	.1470	22
Cleveland	137	1.3396	23
San Francisco-Oakland	136	2.1399	24
Detroit	136	2.8809	25

**In This \$ BILLION-PLUS Sales Empire
WREX-TV Is the KING Salesman**



The Rockford TV Area—184, Freeport's 176, Dixon's 203. Sales total \$1,706,962,000, average \$4,265 per family—\$447 above average.

The most recent viewership survey again shows WREX-TV as the favorite, by better than 3 to 1. It's favored by advertisers too . . . for its consistent results, as much lower cost per thousand.

Chicago and Milwaukee—90 miles away—don't influence this market. WREX-TV is the sales window through which the area's 278,004 TV families prefer to view—and be sold on—your product.

CBS • ABC
J. M. BAISCH, General Manager
Represented by H. R. TELEVISION, Inc.



**CONSUMER SPENDING UNITS
\$4,000 TO \$6,999**

Top 25 Cities

City and State	Quality of Market Index	% of U.S.A.	Ranking
Vallejo, Cal.	171	.0427	1
Highland Park, Mich.	168	.0473	2
Hammond, Ind.	160	.0991	3

**IN INDIANA'S 5th METROPOLITAN MARKET
All THIS for 24c!***

Spending Units Concentrated in the RESPONSIVE Brackets.

Concentration of units in the \$4-\$7,000 group is 38% above average for the metropolitan county, 54% for the city of Anderson. In the \$7-\$10,000 bracket, 21% for the county, 41% for the city. 22,288 of the area's 38,900 spending units earn \$4,000 and up. 31,481 earn \$2,500 and up. Income per unit is \$199 above the U.S. average, \$123 above the state average.

Big Spending in Most Sales Categories.

Total retail sales . . . and food sales . . . show an index of 103 for the county, 156 for city. Apparel 109 county, 199 city. Furniture-household, 111 county, 181 city. Automotive, 117 county, 198 city—practically double average volume and making Anderson the LEADING METROPOLITAN CENTER IN THE STATE IN AUTOMOTIVE SALES PRODUCTION! Gasoline, 109 and 120. Lumber-building materials-hardware, 115 and 135. Drug, 123 and 206!

Leading Industrial County. Madison County ranks 15th among nation's 3,072 counties in electrical machinery manufacturing employment, 39th in fabricated metals employment.

Leading Agricultural County. Has 16th largest gross cash farm income of the state's 92 counties.

100% Coverage. The Anderson newspapers give you all-day, every day coverage—with several thousand more circulation than there are homes in this A.B.C. market.

***All Factors on PLUS Side—except Cost.** For only 24¢ a line, you saturate this high-earning, free-spending market. Ability to buy . . . actual buying habits . . . coverage and penetration . . . low cost—everything spells success for advertisers in Indiana's 5th metropolitan market.

100% COVERAGE OF 36,200 FAMILIES . . . \$198,148,000 INCOME . . . \$132,794,000 SALES

The BULLETIN • The HERALD

ANDERSON, IND.

Represented by The Allen Klapp Co.—New York, Chicago, Detroit, San Francisco

City and State	Quality of Market Index	% of U.S.A.	Ranking
Huntington Park, Cal.	159	.0302	4
Bremerton, Wash.	158	.0313	5
Painesville, Ohio	158	.0155	6
N. Kansas City, Mo.	156	.0053	7
East Chicago, Ind.	156	.0536	8
Rock Island, Ill.	155	.0488	9
Anderson, Ind.	154	.0482	10
Waterloo, Iowa	154	.0683	11
Moline, Ill.	154	.0390	12
Flint, Mich.	154	.1769	13
Norwood, Ohio	153	.0369	14
Kenosha, Wis.	153	.0536	15
Racine, Wis.	153	.0723	16
South Bend, Ind.	152	.1221	17
Reno, Nev.	151	.0394	18
Butte, Mont.	151	.0324	19
Rockford, Ill.	151	.1035	20
West Allis, Wis.	151	.0597	21
Seattle, Wash.	150	.5084	22
Elkhart, Ind.	150	.0357	23
Gary, Ind.	149	.1427	24
Milwaukee, Wis.	149	.6419	25

CONSUMER SPENDING UNITS \$7,000 TO \$9,999

Top 25 Metropolitan Areas

Metro-politan Area	Quality of Market Index	% of U.S.A.	Ranking
Washgtn., D.C.	191	2.0741	1
South Bend	175	.2516	2
Toledo	171	.4435	3
Pasco-Kenne- wick-Richland	170	.0883	4
Reno	169	.0672	5
Chicago	167	6.1890	6
Midland	166	.0449	7
San Francisco- Oakland	165	2.5982	8
Detroit	165	3.4972	9
Cleveland	164	1.6026	10
New York-N.E. New Jersey (N.J. portion)	161	3.6818	11
Flint	158	.3146	12
Las Vegas	155	.0898	13
Seattle	154	.7243	14
Dayton	154	.4877	15
Racine	153	.1098	16
Sacramento	153	.3594	17

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Masonry Building's over 20,000 paid subscribers are among a specialized high buying power segment of the building industry who read MB because MB alone covers their needs editorially.

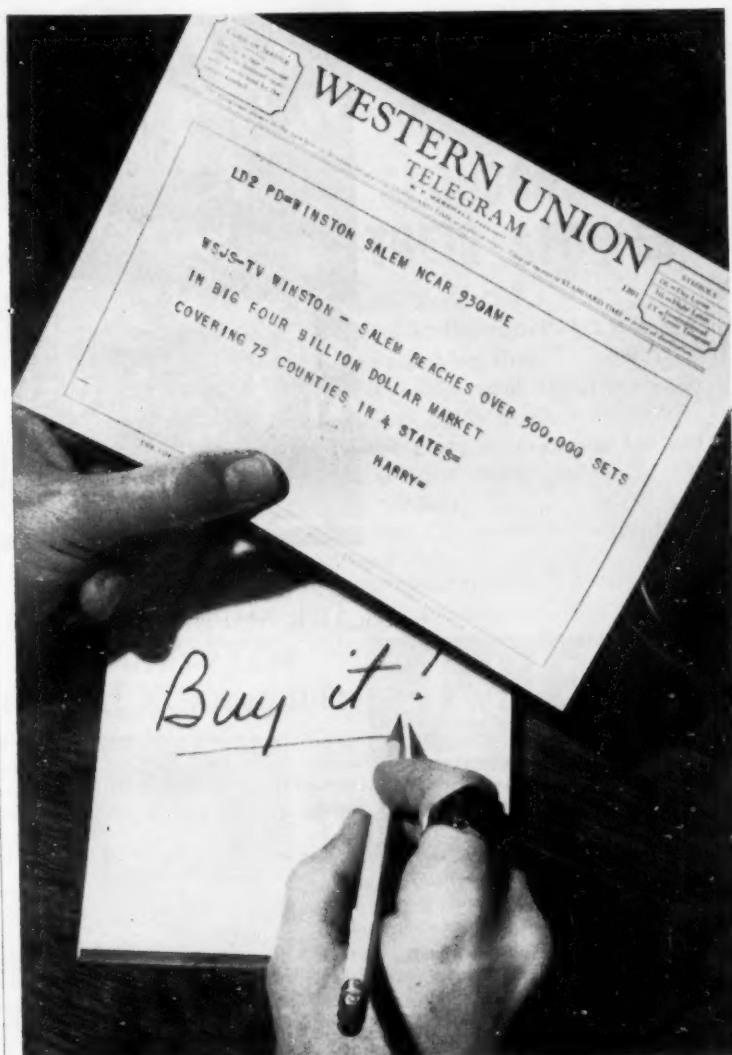
5 So. Wabash, Chicago 3

Metro-politan Area	Quality of Market Index	% of U.S.A.	Ranking
Indianapolis	152	.5628	18
Milwaukee	151	.8774	19
Odessa	150	.0603	20
Lansing	150	.1830	21
Columbus, Ohio	147	.5188	22
Hartford-New Britain	146	.5483	23
Trenton	146	.2277	24
Los Angeles- Long Beach	144	4.9110	25

CONSUMER SPENDING UNITS \$7,000 TO \$9,999

Top 25 Cities

City and State	Quality of Market Index	% of U.S.A.	Ranking
Alexandria, Va.	245	.1234	1
Lakewood, Ohio	242	.1012	2
Burlingame, Cal.	240	.0327	3
Cleveland Heights, Ohio	237	.0872	4
Berwyn, Ill.	230	.0744	5
Oak Park, Ill.	224	.0870	6
San Mateo, Cal.	221	.0792	7
Fair Lawn, N.J.	219	.0459	8



WSJS-TV
channel 12

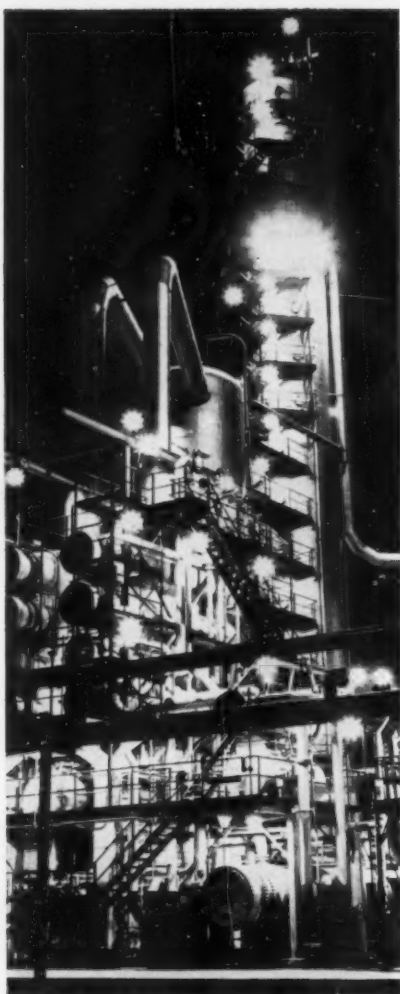
WINSTON-SALEM



for WINSTON-SALEM
GREENSBORO
HIGH POINT

CALL HEADLEY-REED, REP.

Chicago,
Chicago,
That Petroleum Town—
One of the Top
Refining Centers
in the World!



... AND
CLARK SUPER 100 GASOLINE
SELLS CHICAGO
WITH WMAQ'S JIM MILLS

JIM MILLS produces the kind of customer response that really takes his sponsors places. Small wonder that one of his sponsors, Clark Super 100 Gasoline, has become the largest selling independent gasoline in the entire Middle West!

Twice each day, Monday through Friday (1:00-1:55 pm; 4:00-4:30 pm), Jim entertains, and sells to, millions of Chicago homemakers. His formula: popular music, humorous comment, and *persuasive believability*.

The products he sells: everything from beer to baby-food, from tobacco to toiletries, including, besides Clark Super 100 Gasoline, such national advertisers



as Bengay, Blue Bonnet Margarine, California Prunes, Chevrolet, Contadina Tomato Paste, Fox Head 400 Beer, Gerber's Baby Food, Hit Parade Cigarettes, Lipton Soup, Quaker Oats, Ralston Purina, Shinola, and Vim Vegetable Juice . . . at an impressively low 26¢-per-thousand-listeners!

Follow the leaders, like Clark Super 100 Gasoline, who really *know* the Chicago market! Contact NBC Spot Sales, and get extra mileage for your advertising dollars on the JIM MILLS SHOW! In New York, call your NBC Spot Sales Representative for a Radio-Phonic Spot Buying audition by telephone.

WMAQ 

Radio leadership station in Chicago

SOLD BY



SPOT SALES

City and State	Quality of Market Index	% of U.S.A.	Ranking
Ridgewood, N.J.	218	.0290	9
Dearborn, Mich.	207	.1548	10
Kenmore, N.Y.	200	.0254	11
Cicero, Ill.	199	.0819	12
San Rafael, Cal.	199	.0191	13
Ferndale, Mich.	195	.0390	14
Irvington, N.J.	193	.0726	15
Euclid, Ohio	192	.0676	16
E. Orange, N.J.	192	.0964	17
Evanston, Ill.	191	.0867	18
Clifton, N.J.	190	.0875	19
Highland Park, Mich.	189	.0534	20
Plainfield, N.J.	189	.0527	21
Birmingham, Mich.	189	.0268	22
South Bend, Ind.	188	.1506	23
Alhambra, Cal.	188	.0633	24
Royal Oak, Mich.	187	.0757	25

CONSUMER SPENDING UNITS OVER \$10,000

Top 25 Metropolitan Areas

Metro-politan Area	Quality of Market Index	% of U.S.A.	Ranking
Midland	240	.0649	1
Washgtn., D.C.	224	2.4308	2
Bridgeport-Stamford-Norwalk	193	.6883	3
Reno	191	.0760	4
Chicago	180	6.6825	5
New York-N.E. (N.J. portion)	176	4.0297	6
New York-N.E. (N.Y. portion)	176	10.9411	7
Cleveland	171	1.6701	8
Toledo	162	.4191	9
San Francisco-Oakland	161	2.5428	10
Amarillo	159	.1271	11
Detroit	157	3.3384	12
Trenton	154	.2401	13
Lancaster	154	.2261	14
Columbus, Ohio	151	.5339	15
Dallas	151	.7226	16

Metro-politan Area	Quality of Market Index	% of U.S.A.	Ranking
South Bend	147	.2108	17
Lubbock	147	.1355	18
Hartford			
New Britain	145	.5435	19
Wilmgtn., Del.	143	.2713	20
Indianapolis	142	.5241	21
Milwaukee	141	.8232	22
Seattle	140	.6546	23
Los Angeles			
Long Beach	138	4.7198	24
Santa Barbara	138	.0922	25

CONSUMER SPENDING UNITS OVER \$10,000

Top 25 Cities

City and State	Quality of Market Index	% of U.S.A.	Ranking
Beverly Hills, Cal.	664	.1274	1
Clayton, Mo.	626	.0689	2
Ridgewood, N.J.	527	.0701	3

City and State	Quality of Market Index	% of U.S.A.	Ranking
Cleveland Heights, Ohio	450	.1657	4
Evanston, Ill.	425	.1923	5
Montclair, N.J.	411	.1133	6
Birmingham, Mich.	401	.0570	7
Oak Park, Ill.	400	.1556	8
Englewood, N.J.	365	.0562	9
Newton, Mass.	354	.1868	10
New Rochelle, N.Y.	341	.1441	11
Miami Beach, Fla.	329	.1136	12
Coral Gables, Fla.	314	.0490	13
Burlingame, Cal.	307	.0417	14
White Plains, N.Y.	305	.0986	15
Lakewood, Ohio	299	.1251	16
San Mateo, Cal.	298	.1071	17
Mt. Vernon, N.Y.	270	.1229	18
Alexandria, Va.	262	.1317	19

LET OUR LOCAL SPONSORS TELL THEIR STORIES



LUBBOCK, TEXAS

National Representative
WM. G. RAMBEAU CO.
New York, Chicago, Minneapolis,
Los Angeles and San Francisco.

Southwestern Representative
CLYDE MELVILLE CO.
Dallas, Texas

Lubbock Auto Co.:
"Local radio that REALLY sells!"
Holsum Baking Co.:
"Gives BIG reach in our market!"
American State Bank:
"Gets more auto radios for our
Auto Bank messages!"

Underwood's:
"Brings Customers in for our tasty
Bar-B-Q!"

"MOST LISTENED-TO STATION
ON THE SOUTH PLAINS" OF TEXAS



CBS

NBC

ABC

AMERICA'S MOST PRODUCTIVE SINGLE STATION TV MARKET

The primary KEY-T coverage area which includes Ventura, Santa Barbara and San Luis Obispo Counties and the western portion of Los Angeles and Kern Counties is one of America's richest regions.

SANTA BARBARA SECOND
in U.S. Sales Management
High-Spot Cities, Oct. 1956

Quality Index:
Retail Sales: 56% above National Average
Apparel Sales: 156% " " "
Furn., Hld., Radio: 162% " " "

THE ONLY TV STATION THAT COMPLETELY AND EFFECTIVELY COVERS THIS RICH AREA

Represented Nationally by The Hollingbery Co.

channel 3

KEY-T

SERVING
COASTAL
CALIFORNIA

channel 3

EVERYBODY IS A BIG SPENDER

in South Florida's
RICH

2nd MARKET

Fort Lauderdale
Metropolitan County Area

Although its population is 120th among U. S. Counties, Sales Management's ranking of Qualitative sales activity PER CAPITA provides these startling figures:

- 2nd In Furniture, Household, Radio Sales
- 3rd in Eating and Drinking Sales
- 4th in Total Retail Sales
- 4th in Apparel Sales
- 8th in Food Sales
- 8th in Drug Sales
- 15th in Automotive Sales
- 47th in Gas Station Sales
- 57th in Lumber, Building Hardware Sales

REACH this lush GOLD COAST MARKET by promoting your products in the

**FORT LAUDERDALE
DAILY AND SUNDAY NEWS**

"Concentrated Coverage in South Florida's 2nd Market"

—Represented by—
Burke, Kuipers & Mahoney, Inc.
Publishers' Representatives of Florida

City and State	Quality of Market Index	% of U.S.A.	Ranking
E. Orange, N.J.	256	.1281	20
Yonkers, N.Y.	250	.2453	21
Plainfield, N.J.	246	.0685	22
Midland, Tex.	246	.0636	23
Palo Alto, Cal.	242	.0640	24
Fair Lawn, N.J.	238	.0499	25

TOTAL INCOME OF UNITS OVER \$10,000

Top 25 Metropolitan Areas

Metro-politan Area	Quality of Market Index	% of U.S.A.	Ranking
Midland	260	.0701	1
Bridgeport-Stamford-Norwalk	244	.8707	2
Reno	198	.0785	3
Wilmgt., Del.	190	.3610	4
Chicago	188	6.9790	5
Washgt., D.C.	187	2.0330	6
New York-N.E. New Jersey (N.J. portion)	185	4.2300	7
New York-N.E. New Jersey (N.Y. portion)	184	11.5003	8
Hartford-New Britain	178	.6673	9
Cleveland	178	1.7363	10
Toledo	167	.4326	11
San Francisco-Oakland	165	2.6071	12
Amarillo	164	.1311	13
Detroit	163	3.4623	14
Trenton	159	.2478	15
Lancaster	159	.2334	16
Columbus, Ohio	155	.5463	17
Dallas	155	.7426	18
Lubbock	151	.1386	19
South Bend	149	.2147	20
New Haven-Waterbury	145	.5276	21
Indianapolis	144	.5317	22
Milwaukee	144	.8388	23
Seattle	140	.6583	24
Los Angeles-Long Beach	139	4.7624	25

TOTAL INCOME OF UNITS OVER \$10,000

Top 25 Cities

City and State	Quality of Market Index	% of U.S.A.	Ranking
Beverly Hills, Cal.	784	.1506	1
Clayton, Mo.	751	.0826	2
Ridgewood, N.J.	623	.0828	3
Cleveland Heights, Ohio	516	.1900	4
Evanston, Ill.	474	.2146	5
Montclair, N.J.	463	.1279	6
Birmingham, Mich.	462	.0656	7
Oak Park, Ill.	452	.1757	8

A Market on the Move...

TUCSON!

Although ranking 248th in population among those cities with over \$50 million in retail sales in 1955, proportionate to population Tucson ranks in these vital categories as follows:

Category	City Rank
Retail Sales	10th
Food	5th
Eating & Drinking	9th
General Merchandise	69th
Apparel	18th
Furn., Household, Radio	18th
Automotive	24th
Gas Service Stations	6th
Lumber, Building, Hdwe.	7th
Drug	8th

...ranking among the top ten in six of the ten categories!

All figures: Sales Management, Nov. 10, 1956

SELL this vigorous, growing Tucson market with the media that really COVER it...

The Arizona Daily Star
Morning and Sunday

Tucson Daily Citizen
Evening

Produced and distributed by
Tucson Newspapers Inc.

Represented nationally by
Cresmer & Woodward

masonry building

singularly different...

Masonry Building's over 20,000 paid subscribers are among a specialized high buying power segment of the building industry who read MB because MB alone covers their needs editorially.

5 So. Wabash, Chicago 3

City and State	Quality of Market Index	% of U.S.A.	Ranking
Englewood, N.J.	405	.0623	9
Newton, Mass.	395	.2084	10
New Rochelle, N.Y.	379	.1602	11
Miami Bch. Fla.	354	.1223	12
Coral Gables, Fla.	338	.0527	13
Burlingame, Cal.	336	.0457	14
White Plains, N.Y.	335	.1083	15
San Mateo, Cal.	326	.1172	16
Lakewood, Ohio	324	.1357	17
Mt. Vernon, N.Y.	294	.1338	18
Alexandria, Va.	283	.1424	19
E. Orange, N.J.	273	.1367	20
Yonkers, N.Y.	272	.2673	21
Midland, Tex.	265	.0687	22
Plainfield, N.J.	264	.0737	23
Palo Alto, Cal.	258	.0680	24
Fair Lawn, N.J.	258	.0542	25

RETAIL SALES TOTAL Top 25 Metropolitan Areas

Metro-politan Area	Quality of Market Index	% of U.S.A.	Ranking
Reno	164	.0650	1
Midland	146	.0395	2
Las Vegas	143	.0826	3
Ft. Lauderdale	143	.1487	4
Atlantic City	142	.1212	5
Fargo	141	.0552	6
Amarillo	140	.1119	7
Dallas	139	.6638	8
Miami	136	.6107	9
Flint	136	.2712	10
Odessa	135	.0543	11
Colorado Springs	135	.0860	12
Billings	131	.0553	13
Enid	131	.0418	14
Indianapolis	130	.4822	15
Great Falls	130	.0490	16
Orlando	128	.1366	17

Metro-politan Area	Quality of Market Index	% of U.S.A.	Ranking
Los Angeles-Long Beach	127	4.3313	18
Kansas City, Mo.	127	.7331	19
Lansing	126	.1537	20
Danville, Ill.	126	.0690	21
Atlanta	125	.5890	22
Cedar Rapids	125	.0864	23
Springfield, Ill.	124	.1045	24
Abilene	124	.0550	25

RETAIL SALES TOTAL Top 25 Cities

City and State	Quality of Market Index	% of U.S.A.	Ranking
North Kansas City, Mo.	1306	.0444	1
Beverly Hills, Cal.	448	.0860	2
El Monte, Cal.	439	.0272	3
Clayton, Mo.	362	.0398	4
Bakersfield, Cal.	362	.0971	5
Hackensack, N.J.	361	.0678	6
San Rafael, Cal.	339	.0325	7
Huntington Park, Cal.	317	.0602	8
Morristown, N.J.	315	.0346	9
Tucson, Ariz.	313	.1038	10
White Plains, N.Y.	304	.0981	11
San Fernando, Cal.	296	.0284	12
Birmingham, Mich.	290	.0412	13
Painesville, O.	284	.0278	14
Modesto, Cal.	280	.0610	15
Mt. Clemens, Mich.	264	.0327	16
Greensburg, Pa.	257	.0298	17
Orlando, Fla.	256	.1051	18
Coral Gables, Fla.	241	.0376	19

City and State	Quality of Market Index	% of U.S.A.	Ranking
Whittier, Cal.	235	.0499	20
Danbury, Conn.	234	.0335	21
Colorado Springs, Colo.	233	.0779	22
Culver City, Cal.	232	.0459	23
Reno, Nev.	228	.0596	24
Las Vegas, Nev.	225	.0683	25

FOOD

Top 25 Metropolitan Areas

Metro-politan Area	Quality of Market Index	% of U.S.A.	Ranking
Danville, Ill.	166	.0906	1
Enid	152	.0485	2
Midland	146	.0393	3
Mansfield	142	.0876	4
Las Vegas	139	.0803	5
Atlantic City	136	.1164	6
Sacramento	136	.3192	7
Ft. Lauderdale	134	.1400	8
Odessa	131	.0528	9
Manchester	131	.1263	10
Flint	130	.2588	11
Los Angeles-Long Beach	130	4.4341	12
Poughkeepsie-Newburgh-Beacon	128	.2293	13
Pasco-Kennewick-Richland	128	.0665	14
Fresno	128	.2442	15
San Jose	127	.3399	16
Port Huron	127	.0787	17
Miami	126	.5647	18
New York-N.E. New Jersey (N.Y. portion)	126	7.8368	19
Santa Barbara	125	.0836	20
San Francisco-Oakland	125	1.9639	21
Cleveland	124	1.2083	22



KGEO-TV

Soon To Serve More
Than 1,000,000 Oklahomans

POWER: 100,000 Watts

TOWER: 1356 Feet

ENID, OKLAHOMA

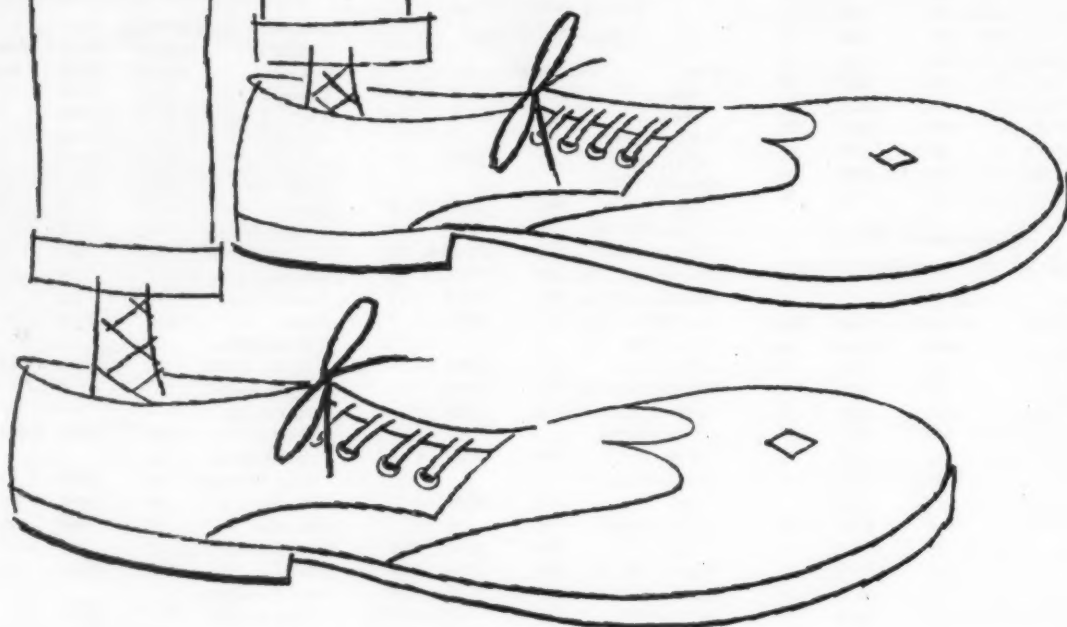


The Center of Attraction

REPRESENTED BY JOHN E. PEARSON CO.

they **BUY BIG**
in Detroit...

...and **WWJ-TV**
is your **BIG BUY**

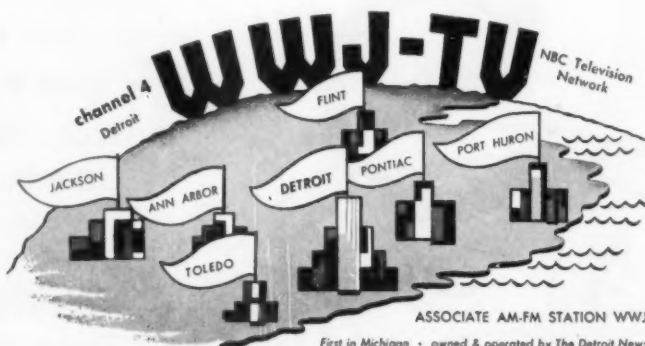


Greater Detroit families had a king-size average income of \$6500 in 1955.* That's 28 per cent above the national average.

Folks here are big earners, big spenders—and equally important, big boosters for WWJ-TV's feature programming, sparkling personalities, and exceptional news coverage.

Buy Detroit. And when you do, buy WWJ-TV, now serving 1,610,000 television sets and 6,370,000 people.

*Detroit Area Study, Survey Research Center,
University of Michigan, 1956



National Representatives: Peters, Griffin, Woodward, Inc.

SALES MANAGEMENT

Metro-politan Area	Quality of Market Index	% of U.S.A.	Ranking
Bridgeport-Stamford-Norwalk	124	.4441	23
Boston	124	2.2317	24
Detroit	123	2.6139	25

FOOD Top 25 Cities

City and State	Quality of Market Index	% of U.S.A.	Ranking
North Kansas City, Mo.	544	.0185	1
Kenmore, N.Y.	417	.0529	2
El Monte, Cal.	415	.0257	3
Clayton, Mo.	356	.0392	4
Tucson, Ariz.	337	.1120	5
Morristown, N.J.	319	.0351	6
Birmingham, Mich.	311	.0442	7
Bakersfield, Cal.	297	.0796	8
Danville, Ill.	287	.0684	9
Whittier, Cal.	282	.0598	10
Mt. Clemens, Mich.	280	.0347	11
Painesville, O.	268	.0263	12
Greensburg, Pa.	253	.0293	13
San Fernando, Cal.	250	.0240	14
Mansfield, Ohio	245	.0709	15
Ridgewood, N.J.	243	.0323	16
Danbury, Conn.	237	.0339	17
Decatur, Ga.	234	.0358	18
Steubenville, O.	232	.0512	19
Modesto, Cal.	231	.0503	20
Hackensack, N.J.	226	.0425	21
Kankakee, Ill.	225	.0387	22
San Jose, Cal.	222	.1468	23
Coral Gables, Fla.	221	.0344	24
Beverly Hills, Cal.	220	.0422	25

EATING & DRINKING PLACES Top 25 Metropolitan Areas

Metro-politan Area	Quality of Market Index	% of U.S.A.	Ranking
Atlantic City	346	.2961	1
Reno	286	.1135	2
Ft. Lauderdale	210	.2184	3
Miami	203	.9104	4
Butte-Anaconda	203	.0919	5
Las Vegas	186	.1073	6
Daytona Beach	174	.0971	7
New York-N.E. (N.Y. portion)	171	10.6355	8
Springfield, Ill.	160	.1343	9
Great Falls	158	.0597	10
San Francisco-Oakland	153	2.4065	11
Chicago	149	5.5234	12
Omaha	149	.3599	13
Rockford	148	.1525	14
Milwaukee	144	.8364	15



REMARKABLE ROCKFORD IS BECOMING ILLINOIS No. 1 MARKET*

CITY OF ROCKFORD

Retail Sales '55	\$215,333,608
Food Sales	\$ 38,889,000
Effective Buying Income	\$237,660,000
Expendable Income	34th in USA
Buying Power	36th in USA
Daily Bank Deposits June '56	+0.8
Increase in Dept. Store Sales in June 1956 Over 1955	+34%

HIGHEST IN ILLINOIS*

For complete coverage of this remarkably rich northern Illinois and southern Wisconsin market use the Rockford Morning Star and Register-Republic. These progressive home-owned newspapers have full-color press facilities.

134,488 ABC CITY ZONE
441,222 ABC RETAIL TRADING ZONE

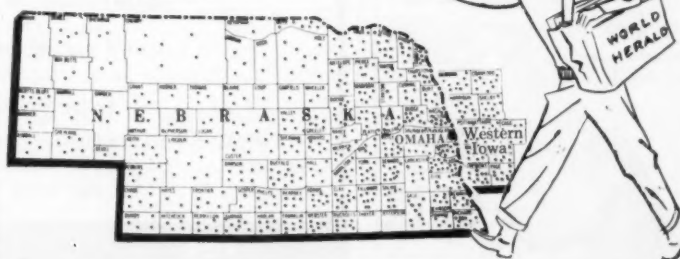
*OUTSIDE OF CHICAGO

ROCKFORD MORNING STAR Rockford Register-Republic

REPRESENTED NATIONALLY BY BURKE, KUIPERS & MAHONEY, INC.



*The Omaha World-Herald
is home delivered in 658
market towns in all of Nebraska
and Western
Iowa*



Read by 3 out of 5 families in a 2.3 billion-dollar market



Omaha World-Herald

253,647 Daily

264,886 Sunday

Publisher's Statement for March 31, 1956

O'Mara & Ormsbee, National Representatives
New York • Chicago • Detroit • Los Angeles
San Francisco

Only **3** STATIONS

are POWERFUL enough
and POPULAR enough
to register audiences
in radio surveys of
All Three Major Markets
of Southern California.

Of this top trio KBIG is

- ✓ First in San Diego
(America's 19th market)
- ✓ Second in San Bernardino
(America's 32nd market)
- ✓ Third in Los Angeles
(America's 3rd market)
- ✓ The only independent
- ✓ The least expensive
- ✓ The lowest cost-per-thousand listeners.

Any KBIG or Weed Account Executive would like to show you the documents.



JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOLLYWOOD 3-3205
Nat. Rep. WEED and Company

Metro-politan Area	Quality of Market Index	% of U.S.A.	Rank-ing	City and State	Quality of Market Index	% of U.S.A.	Rank-ing
W. Palm Beach	144	.1434	16	Sacramento, Cal.	250	.2413	11
Madison	143	.1589	17	Miami, Fla.	248	.4587	12
Davenport-Rock Island-Moline	141	.2153	18	Huntington Park, Cal.	247	.0470	13
Baltimore	141	1.2603	19	San Francisco, Cal.	245	1.1903	14
La Crosse	141	.0621	20	Clayton, Mo.	244	.0268	15
Toledo	140	.3623	21	Daytona Beach, Fla.	243	.0569	16
Colorado Springs	140	.0889	22	Ft. Lauderdale, Fla.	240	.0979	17
Cincinnati	140	.8409	23	White Plains, N.Y.	231	.0745	18
Indianapolis	137	.5064	24	Coral Gables, Fla.	227	.0354	19
Buffalo	136	.9912	25	Hollywood, Fla.	226	.0339	20

EATING & DRINKING PLACES Top 25 Cities

City and State	Quality of Market Index	% of U.S.A.	Rank-ing
Miami Bch., Fla.	681	.2351	1
Atlantic City, N.J.	565	.2097	2
Beverly Hills, Cal.	503	.0965	3
Reno, Nev.	367	.0957	4
Butte, Mont.	343	.0737	5
North Kansas City, Mo.	341	.0116	6
Bakersfield, Cal.	327	.0877	7
San Rafael, Cal.	300	.0288	8
Tucson, Ariz.	289	.0959	9
El Monte, Cal.	269	.0167	10

GEN. MDSE. Top 25 Metropolitan Areas

Metro-politan Area	Quality of Market Index	% of U.S.A.	Rank-ing
Atlanta	228	1.0694	1



MEN'S
STORES KNOW
HOW BEST TO
SELL BUFFALO'S
MEN!



WOMEN'S
STORES KNOW
HOW BEST TO
SELL BUFFALO'S
WOMEN!

BOTH PLACE THEIR GREATEST DAILY LINEAGE in the **COURIER-EXPRESS**

... and use additional space Sundays
swelling the lead still further

1955 COURIER-EXPRESS

WOMEN'S-WEAR STORES	MEN'S-WEAR STORES
Daily..... 1,634,930 lines	Daily..... 878,222 lines
Sunday..... 636,661 lines	Sunday..... 126,300 lines

FOR
RESULTS
IN
BUFFALO

Use the Morning Courier-Express to get more advertising for your dollar concentrated on those with more dollars to spend.

And the Sunday Courier-Express for maximum coverage in Buffalo's rich 8-county market. It's the state's largest newspaper outside of Manhattan! ROP COLOR available daily and Sunday.

BUFFALO COURIER-EXPRESS

Representatives: Scularo, Merker & Scott, Pacific Coast, Doyle & Hawley

Metro- politan Area	Quality of Market Index	% of U.S.A.	Rank- ing
Kansas City, Mo.	223	1.2842	2
Greensboro-			
High Point	223	.2888	3
Indianapolis	197	.7290	4
Dallas	196	.9376	5
Seattle	192	.9010	6
Fort Worth	191	.5852	7
Minneapolis-St.			
Paul	188	1.4175	8
Lincoln	185	.1500	9
Richmond, Va.	182	.3983	10
Memphis	180	.5798	11
Terre Haute	179	.1152	12
Fort Wayne	178	.2212	13
Chicago	175	6.4785	14
Oklahoma City	164	.3917	15
Sioux City	158	.1084	16
Denver	156	.6804	17
Spokane	155	.2437	18
Cleveland	154	1.5051	19
Columbus, Ohio	154	.5422	20
Akron	153	.4240	21
Salt Lake City	153	.2879	22
Charlotte	152	.2103	23
Portland, Ore.	152	.7218	24
Milwaukee	150	.8707	25

GEN. MDSE.
Top 25 Cities

City and State	Quality of Market Index	% of U.S.A.	Rank- ing
North Kansas			
City, Mo.	4706	.1600	1
Clayton, Mo.	762	.0838	2
Fair Lawn, N.J.	649	.1363	3
Hackensack, N.J.	546	.1026	4
Beverly Hills,			
Cal.	518	.0995	5
Greensboro, N.C.	495	.2628	6
Bakersfield, Cal.	486	.1302	7
White Plains,			
N.Y.	451	.1458	8
Highland Park,			
Mich.	418	.1180	9
Morristown, N.J.	412	.0453	10
Framingham,			
Mass.	409	.0801	11
Painesville, O.	404	.0396	12
Pasadena, Cal.	354	.2546	13
Inglewood, Cal.	347	.1191	14
San Rafael, Cal.	346	.0332	15
Kansas City, Mo.	344	1.0155	16
Johnstown, Pa.	342	.1346	17
Harrisburg, Pa.	337	.1888	18
Atlanta, Ga.	336	.9932	19
Poughkeepsie,			
N.Y.	333	.0833	20
Boston, Mass.	323	1.4629	21
Wilkes-Barre,			
Pa.	322	.1434	22
Hartford, Conn.	320	.3618	23
Charleston,			
W. Va.	320	.1461	24
Allentown, Pa.	315	.2125	25

APPAREL Top 25 Metropolitan Areas			
Metro- politan Area	Quality of Market Index	% of U.S.A.	Rank- ing
Orlando	220	.2351	1
Miami	207	.9289	2
New York-N.E.			
New Jersey			
(N.Y. portion)	205	12.7536	3
Ft. Lauderdale	198	.2060	4
W. Palm Beach	195	.1948	5
Midland	193	.0521	6
Atlantic City	184	.1577	7
Amarillo	180	.1442	8
Reno	178	.0706	9
Laredo	177	.0695	10
Las Vegas	171	.0986	11
Nashville	165	.3525	12
New Haven-			
Waterbury	162	.5922	13
Albany-Schenec-			
tady-Troy	160	.5272	14
Fargo	158	.0618	15
Lexington	157	.1121	16
Trenton	152	.2377	17
Santa Barbara	149	.0998	18
Chicago	147	5.4459	19
Abilene	147	.0656	20
Tulsa	146	.2619	21
Evansville	145	.1874	22
Odessa	145	.0583	23
Colorado Springs	145	.0921	24
Dallas	144	.6898	25

APPAREL
Top 25 Cities

City and State	Quality of Market Index	% of U.S.A.	Rank- ing
Beverly Hills,			
Cal.	1255	.2409	1
Hackensack,			
N.J.	1102	.2071	2
Miami Beach,			
Fla.	961	.3314	3
White Plains,			
N.Y.	739	.2386	4
North Kansas			
City, Mo.	682	.0232	5
El Monte, Cal.	600	.0372	6
Huntington			
Park, Cal.	595	.1130	7
Orlando, Fla.	549	.2251	8
Passaic, N.J.	519	.1816	9
Clayton, Mo.	517	.0569	10
Oak Park, Ill.	506	.1970	11
Birmingham,			
Mich.	489	.0695	12
Evanston, Ill.	447	.2026	13
Morristown, N.J.	431	.0474	14
Coral Gables,			
Fla.	426	.0664	15
Whittier, Cal.	401	.0850	16
Greensburg, Pa.	383	.0444	17
Tucson, Ariz.	380	.1261	18
Easton, Pa.	379	.0804	19
New Bruns-			
wick, N.J.	376	.0922	20

City and State	Quality of Market Index	% of U.S.A.	Rank- ing
Santa Ana, Cal.	374	.1428	21
Ft. Lauderdale,			
Fla.	374	.1525	22
Atlantic City,			
N.J.	361	.1341	23
McKeesport, Pa.	357	.1109	24
Palo Alto, Cal.	349	.0922	25

QUALITY
in **QUANTITY!**

CHARLOTTE

No. 1 • CITY
• METRO. COUNTY AREA
• TOTAL MARKET

in the booming Carolinas!

OUT OF THE 18
"QUALITY-OF-MARKET" INDEXES

CHARLOTTE CITY ranks **17**
ABOVE "Normal" in

METRO. COUNTY ranks **11**
ABOVE "Normal" in

For the complete story on
this Big, Balanced, Quality Market
SEE DATA ON PAGE 156

And remember...

CHARLOTTE'S
RETAIL TRADING ZONE
is the
LARGEST in the SOUTH
in total population!

CHARLOTTE	1,061,900
RICHMOND	555,600
ATLANTA	1,038,800
BIRMINGHAM	656,000
MEMPHIS	821,800
NASHVILLE	699,800
LOUISVILLE	433,500
NEW ORLEANS	524,000
MIAMI	278,700

SOURCE: Figures compiled from 1950 Survey of Buying Power for exact delineation of RTZ only appearing in latest available ADI Audit Reports on each market.

And for the full story of the
BILLION DOLLAR Charlotte Market,
write for this market study



The
Charlotte
Observer

JAMES L. KNIGHT, Publisher

Story, Brooks & Finley, Inc., Nat'l Reps.

THIS is truly EFFECTIVE Buying Income
EXTRA Income ... EXTRA Sales ... Produce Big Pay-Off for Advertising Linage
(FOR 22,928,955 LINES IN 1955)

SALES and INCOME INDEXES		
INCOME	Metro. Area	City
\$2500-\$3999	115	121
\$4000-\$6999	118	126
\$7000-\$9999	102	111
\$10,000 up	90	100
SALES		
Total Retail	112	140
Food	102	120
Genl. Mdee.	110	147
Apparel	113	148
Furn.-Hsdld.	181	240
Automotive	119	159
Gas Station	123	135
Lumb.-Bldg.-Hdwre.	117	133
Drug	125	162

Metropolitan Topeka concentrates extra buyers and buying power in the income brackets between \$2,500 and \$10,000—the target area for most advertising lineage. And it's responsive buying power—scoring plus indexes in every important sales category, as the "scoreboard" at the left shows.

Metropolitan Topeka's ability . . . and willingness . . . to buy is one reason why the Daily Capital and State Journal lineage is gaining by huge strides year after year. More and more advertisers are scheduling these newspapers because they've learned they consistently produce results—mass sales—in both the metropolitan market AND a 21-county area with \$632,654,000 Income and \$418,597,000 Retail Sales.

Topeka Newspaper Printing Co., Inc., Agent for:

TOPEKA DAILY CAPITAL and STATE JOURNAL

Represented by Capper Publications, Inc.
 New York, Chicago, Cleveland, Kansas City, San Francisco

LARGEST R.F.D. COVERAGE
 of any Farm Magazine in **TEXAS** and **OKLAHOMA!**



FIRST where a farm magazine ought to be FIRST . . . on the Farms and Ranches of the Southwest! That's why The Farmer-Stockman is FIRST in Advertising Results, too!

Total paid circulation now UP to . . .

426,083

Subscriber Families!

The Farmer-Stockman
 OKLAHOMA CITY - DALLAS

FURN.-HOUSE-RADIO
Top 25 Metropolitan Areas

Metro-politan Area	Quality of Market Index	% of U.S.A.	Ranking
Sacramento	199	.4681	1
Ft. Lauderdale	196	.2045	2
Cedar Rapids	193	.1338	3
W. Palm Beach	190	.1896	4
Flint	184	.3652	5
Wilmgtn., N.C.	184	.0806	6
Topeka	181	.1393	7
Reno	176	.0698	8
Billings	176	.0740	9
Santa Barbara	171	.1142	10
Great Falls	170	.0642	11
Bay City	170	.1007	12
Rockford	167	.1726	13
Colorado Springs	161	.1024	14
Los Angeles-Long Beach	161	5.5054	15
Odessa	159	.0640	16
Miami	156	.6994	17
San Jose	151	.4038	18
Columbia	151	.1530	19
Springfield, Ill.	150	.1264	20
Midland	148	.0400	21
Lynchburg	148	.0738	22
Abilene	147	.0653	23
Fresno	147	.2808	24
Kalamazoo	147	.1293	25

FURN.-HOUSE-RADIO
Top 25 Cities

City and State	Quality of Market Index	% of U.S.A.	Ranking
Beverly Hills, Cal.	592	.1137	1
El Monte, Cal.	589	.0365	2
Greensburg, Pa.	585	.0679	3
White Plains, N.Y.	526	.1700	4
Morristown, N.J.	495	.0545	5
Huntington Park, Cal.	466	.0885	6
Bakersfield, Cal.	447	.1197	7
Hackensack, N.J.	444	.0834	8
North Kansas City, Mo.	412	.0140	9
Sacramento, Cal.	386	.3722	10
San Jose, Cal.	373	.2471	11
W. Palm Beach, Fla.	369	.1165	12
Whittier, Cal.	367	.0778	13
Newport News, Va.	360	.1041	14
San Fernando, Cal.	355	.0341	15
Ft. Lauderdale, Fla.	350	.1427	16
Kingsport, Tenn.	344	.0509	17
Tucson, Ariz.	339	.1127	18
Alhambra, Cal.	328	.1106	19
Fresno, Cal.	327	.2271	20
San Rafael, Cal.	320	.0307	21
Easton, Pa.	317	.0671	22

SALES MANAGEMENT



Westchester County's triple play!



Hit 'em where they *are* may not be good baseball but it certainly makes for effective advertising. Reach the families with money to spend and half your sales job is over.

Here in Westchester County you'll find families with more to spend than anywhere else in New York State. Expendable income of \$8,492 per family is second among the two hundred leading counties in the United States.*

The *Westchester Group Newspapers* — with daily circulation of 144,193**—85% carrier delivered—reach the family in the home where most buying decisions are made. These are decisions reflected in retail sales that reached over \$1 BILLION last year. It's a winning combination!

* Sales Management Survey
of Buying Power

** A.B.C. Audit Report
March 31, 1956



DAILIES

HERALD STATESMAN YONKERS
DAILY ARGUS MT VERNON
DAILY NEWS TARRYTOWN
DAILY TIMES HAMARONECK
CITIZEN REGISTER OSSINING
DAILY ITEM PORT CHESTER
STANDARD STAR NEW ROCHELLE
REPORTER DISPATCH WHITE PLAINS
AFFILIATED WITH
EVENING STAR PEEKSKILL

WEEKLIES

TIMES MT KISCO
NEW CASTLE TRIBUNE CHAPPAQUA
REVIEW PRESS AND REPORTER BRONXVILLE

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REPRESENTED NATIONALLY BY THE KELLY-SMITH CO.

everything is
UP in
**RIVERSIDE,
CALIF.**
1,193,444
**Lines of
Retail Grocery**

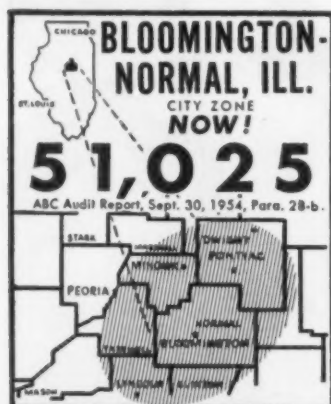
The Riverside Press & Enterprise publishes more retail grocery advertising than 3 of the 4 Los Angeles newspapers.

L. A. EXAMINER 840,593 Lines*
L. A. TIMES 1,340,630 Lines*
L. A. MIRROR-NEWS 935,700 Lines
L. A. HERALD EXPRESS 635,761 Lines
*Daily and Sunday

RIVERSIDE
DAILY PRESS
AND ENTERPRISE
1,193,444
Lines
1955

**RIVERSIDE
PRESS and ENTERPRISE**
RIVERSIDE, CALIFORNIA

An independent market 65 miles from Los Angeles.
Represented nationally by Doyle and Hawley



- BIGGEST pop. gain—18% last 5 yrs.
- BIGGEST home building boom. Over \$7 Million in new construction in '55.
- OVER 100 INDUSTRIAL PLANTS. Value of manufactured products in '55 over \$150 Million (est.)
- AVERAGE FAMILY INCOME \$6,120 (National av. only \$5,274)

**ILLINOIS FIFTH LARGEST
NEWSPAPER RETAIL MARKET**
(Excluding Chicago)

- * \$147 MILLION SUBSCRIBER RETAIL PURCHASES
- * \$39 MILLION SUBSCRIBER FOOD PURCHASES

**THE
Daily Pantagraph**
BLOOMINGTON-NORMAL, ILL.

Represented by Gilman, Nicoll & Ruthman

City and State	Quality of Market Index	% of U.S.A.	Ranking
New Brunswick, N.J.	316	.0774	23
Passaic, N.J.	313	.1096	24
Kankakee, Ill.	313	.0539	25

AUTOMOTIVE

Top 25 Metropolitan Areas

Metro-politan Area	Quality of Market Index	% of U.S.A.	Ranking
Midland	214	.0579	1
Amarillo	189	.1512	2
Rapid City	184	.0593	3
Flint	179	.3561	4
Dallas	178	.8502	5
Reno	173	.0686	6
Billings	168	.0709	7
Fargo	168	.0660	8
Odessa	161	.0648	9
Abilene	160	.0713	10
Lubbock	160	.1468	11
Tulsa	156	.2797	12
Lansing	155	.1889	13
Fort Smith	153	.0666	14
Ft. Lauderdale	150	.1558	15
Saginaw	149	.1529	16
Des Moines	148	.2222	17
Jacksonville	148	.3559	18
Indianapolis	147	.5427	19
Detroit	146	3.0985	20
Sioux Falls	146	.0721	21
Hutchinson	145	.0512	22
Las Vegas	144	.0834	23
Miami	143	.6406	24
Elkhart	143	.0807	25

AUTOMOTIVE

Top 25 Cities

City and State	Quality of Market Index	% of U.S.A.	Ranking
North Kansas City, Mo.	1003	.0341	1
Huntington Park, Cal.	631	.1199	2
El Monte, Cal.	605	.0375	3
Birmingham, Mich.	567	.0805	4
Culver City, Cal.	499	.0988	5
San Rafael, Cal.	494	.0474	6
San Fernando, Cal.	485	.0466	7
Beverly Hills, Cal.	473	.0909	8
Burlingame, Cal.	445	.0605	9
Highland Park, Mich.	424	.1195	10
Painesville, O.	409	.0401	11
Hackensack, N.J.	404	.0759	12
Clayton, Mo.	401	.0441	13
Decatur, Ga.	393	.0601	14
Ridgewood, N.J.	382	.0508	15
Mount Clemens, Mich.	381	.0473	16
Bakersfield, Cal.	356	.0954	17
Oak Park, Ill.	349	.1356	18

City and State	Quality of Market Index	% of U.S.A.	Ranking
Danbury, Conn.	342	.0489	19
Englewood, Colo.	334	.0524	20
Kenmore, N.Y.	333	.0423	21
Compton, Cal.	326	.1304	22
Orlando, Fla.	320	.1310	23
Tucson, Ariz.	314	.1044	24
Morristown, N.J.	310	.0341	25

GAS. SERV. STAS.

Top 25 Metropolitan Areas

Metro-politan Area	Quality of Market Index	% of U.S.A.	Ranking
Las Vegas	224	.1292	1
Enid	215	.0689	2
Reno	182	.0722	3
Colorado Springs	174	.1109	4
San Bernardino-Riverside			
Ontario	173	.6373	5
Amarillo	164	.1308	6
Odessa	157	.0632	7
Pasco-Kennewick-Richland	157	.0812	8
Bakersfield	156	.2460	9
Flint	154	.3055	10
Midland	153	.0413	11
Los Angeles-Long Beach	147	5.0352	12
Santa Barbara	147	.0982	13
Daytona Beach	146	.0811	14
Salem	146	.0928	15
Orlando	144	.1545	16
Joplin	141	.0957	17
Abilene	140	.0625	18
Springfield, Ill.	138	.1161	19
Charlotte	138	.1906	20
Battle Creek	136	.1137	21
Modesto	135	.1161	22
Eugene	135	.1257	23
Boise	133	.1104	24
Bloomington	133	.0694	25

GAS. SERV. STAS.

Top 25 Cities

City and State	Quality of Market Index	% of U.S.A.	Ranking
El Monte, Cal.	690	.0428	1
North Kansas City, Mo.	674	.0229	2
West Allis, Wis.	628	.2487	3
Bakersfield, Cal.	405	.1086	4
San Fernando, Cal.	338	.0324	5
Tucson, Ariz.	295	.0980	6
San Rafael, Cal.	282	.0271	7
Mount Clemens, Mich.	279	.0346	8
Inglewood, Cal.	273	.0938	9
Whittier, Cal.	271	.0574	10
Las Vegas, Nev.	270	.0817	11
Modesto, Cal.	256	.0559	12
Colorado Springs, Colo.	256	.0856	13
Enid, Okla.	249	.0610	14

City and State	Quality of Market Index	% of U.S.A.	Ranking
Culver City, Cal.	245	.0485	15
Painesville, O.	242	.0237	16
Reno, Nev.	240	.0626	17
Salem, Ore.	234	.0641	18
Boise, Idaho	226	.0558	19
Phoenix, Ariz.	216	.2032	20
San Jose, Cal.	214	.1417	21
Englewood, N.J.	213	.0328	22
Beverly Hills	209	.0402	23
Eugene, Ore.	209	.0573	24
Sacramento, Cal.	208	.2004	25

LUM.-BLDG.-HDWE.

Top 25 Metropolitan Areas

Metro-politan Area	Quality of Market Index	% of U.S.A.	Ranking
Fargo	331	.1296	1
Colorado Springs	221	.1410	2
Lubbock	206	.1897	3
Rapid City	205	.0661	4
Enid	204	.0652	5
Modesto	199	.1710	6
Madison	189	.2110	7
Sioux Falls	188	.0926	8
Santa Barbara	180	.1204	9
Billings	179	.0754	10
Kankakee	172	.0846	11
Hamilton-Middletown	171	.1716	12
Elkhart	169	.0953	13
Cedar Rapids	168	.1163	14
Rockford	166	.1716	15
Hutchinson	166	.0589	16
Beloit-Janesville	165	.1001	17
Yakima	162	.1448	18
Great Falls	161	.0608	19
Flint	160	.3179	20
Midland	154	.0416	21
Springfield, Ill.	154	.1295	22
Newark	154	.0707	23
Sioux City	154	.1055	24
Kalamazoo	153	.1344	25

LUM.-BLDG.-HDWE.

Top 25 Cities

City and State	Quality of Market Index	% of U.S.A.	Ranking
North Kansas City, Mo.	2038	.0693	1
Coral Gables	553	.0863	2
Modesto, Cal.	450	.0981	3
El Monte, Cal.	440	.0273	4
Bakersfield, Cal.	434	.1164	5
Colo. Springs	390	.1301	6
Tucson, Ariz.	387	.1286	7
Kingsport, Tenn.	347	.0513	8
Clearwater, Fla.	346	.0561	9
Fargo, N.D.	334	.0883	10
San Rafael, Cal.	331	.0318	11
Hamilton, Ohio	324	.1289	12
Berwyn, Ill.	323	.1047	13
Painesville, O.	284	.0278	14
Morristown, N.J.	278	.0306	15
Rapid City, S.D.	269	.0617	16

City and State	Quality of Market Index	% of U.S.A.	Ranking
Steubenville, O.	263	.0582	17
Mount Clemens, Mich.	261	.0324	18
San Fernando	254	.0244	19
Yakima, Wash.	249	.0654	20
Orlando, Fla.	248	.1015	21
Port Huron	242	.0548	22
Sacramento, Cal.	238	.2300	23
Phoenix, Ariz.	233	.2195	24
Lubbock, Tex.	230	.1706	25

DRUG

Top 25 Metropolitan Areas

Metro-politan Area	Quality of Market Index	% of U.S.A.	Ranking
Reno	411	.1633	1
Kansas City, Mo.	205	1.1822	2
Indianapolis	196	.7251	3
Denver	192	.8412	4
Tyler	188	.0894	5
Grand Rapids	183	.3578	6
Pasco-Kennewick-Richland	183	.0948	7
Ft. Lauderdale	181	.1885	8
Las Vegas	178	.1027	9
Colorado Springs	177	.1126	10
Midland	176	.0476	11
Daytona Beach	173	.0961	12
Flint	169	.3368	13
Detroit	164	3.4886	14
Washgtn., D.C.	164	1.7814	15
Miami	160	.7168	16
Kalamazoo	153	.1352	17
Amarillo	153	.1221	18
Enid	152	.0486	19
Atlantic City	152	.1298	20
Lafayette	151	.0758	21
Wichita	149	.2829	22

Metro-politan Area	Quality of Market Index	% of U.S.A.	Ranking
St. Joseph	148	.0907	23
Springfield, Ill.	147	.1236	24
Ann Arbor	144	.1348	25

DRUG

Top 25 Cities

City and State	Quality of Market Index	% of U.S.A.	Ranking
North Kansas City, Mo.	1662	.0565	1
Reno, Nev.	582	.1518	2
Birmingham, Mich.	530	.0752	3
Beverly Hills	523	.1004	4
Huntington Park, Cal.	517	.0982	5
El Monte, Cal.	398	.0247	6
Miami Beach	398	.1372	7
Tucson, Ariz.	369	.1224	8
Bakersfield, Cal.	368	.0987	9
Clayton, Mo.	356	.0392	10
Modesto, Cal.	326	.0710	11
San Fernando	309	.0297	12
Colo. Springs	296	.0990	13
Mount Clemens, Mich.	295	.0366	14
Hollywood, Fla.	291	.0436	15
Wyandotte, Mich.	284	.0681	16
Ann Arbor	277	.0844	17
Lafayette, Ind.	271	.0659	18
Bremerton	270	.0534	19
Kansas City, Mo.	269	.7940	20
Las Vegas, Nev.	266	.0806	21
Grand Rapids	260	.2955	22
Fresno, Cal.	258	.1788	23
Jackson, Mich.	258	.0835	24
Kenmore, N.Y.	254	.0322	25



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(continued from page 38)

levels of consumption. These factors can lead to sustained and higher levels of prosperity in America.

Along with a rapidly rising standard of living we have the added stimulus of a bulge in population growth and a likelihood of large increment in family formations five to 10 years hence.

Our population has doubled since 1900, reaching 186 million in 1956, and the number of households tripled to nearly 49 million.

Population continues to grow at the rate of over 2.8 million per year or 237,000 per month and the estimated total of 4.2 million births in 1956 has marked the highest point in our history.

The birth rate has continued at a level far above earlier predictions by population experts. Births in the first seven months of 1956 were the largest on record and were 2.4% above 1955. The "baby boom" since 1940 has been of such proportions that it will have a pronounced effect on new family formations from 1960 on.

More Youngsters

There are 76% more children under 5 years of age in our population now than in 1940, and 68% more in the 5 to 9 age group.

This huge increase in the number of children soon will cause public outcry against inadequate school facilities and shortage of teachers, as well as against juvenile delinquency. It will affect housing requirements, food consumption, and many phases of family living. During the next five years to 1962 and beyond, there will be a huge movement of children into the adolescent age groups where food consumption is high and where interest in many products starts.

The high level of consumption and home building reached in 1955 was in spite of the negative factor of a long-time declining trend in the number of persons reaching adulthood—a result of declining births in the 1930's.

From now on this factor will change to the positive side as an economic force pointing to increased family formations and an increasing labor force. This increase will become an important market factor by 1960. By 1965 the number reaching 18 years of age will be 65% over the 1951 level. And the number reaching the family formation stage

will increase rapidly after that.

The number of households in the United States grew by 13,836,000 or 40% in the 16 years between 1940 and 1956 (from 34,949,000 in April 1940 to 48,785,000 in March 1956).

It is estimated that the number of households will reach 53,600,000 by 1962 and 58,000,000 by 1967. In 1970 households may reach 61,400,000 and, from that point on, the growth may average 1,200,000 per year for some years beyond 1970.

As of July 1957 the number of adults (over 20) with a full high school education will be nearly five times as great as in 1930 and 98% greater even than in 1940. A population with over 46 million high school graduates is quite different from a population with 23 million graduates as in 1940 or from a population with about 4½ million graduates—a condition that existed shortly after World War I in 1920. Some 8½ million veterans, for example, or over 50% of the 16 million eligible, have taken advantage of the GI Bill for further education, whereas only 7% had been expected to be interested. These changes can be an important influence on the market through acceptance of or desire for a better standard of living.

Suburbs Grow

Between 1940 and 1956 population in the suburban portion of 162 Metropolitan Areas grew 63% while the central cities grew 25% and the rest of the United States, outside of the 162 Metropolitan Areas, increased only 11%.

The shift to suburban areas has been dramatic in the last five years. From April 1, 1950 to the end of 1955 (5½ years) the civilian population of the United States grew by approximately 14 million persons. Ninety-eight percent of this growth was in Metropolitan Areas while only 2% was in the rest of the United States where, in 1950, about 44% of the population resided. Eighty-three percent of the total growth in population—or over 11½ million—took place in the suburban parts of the Metropolitan Areas.

As compared with a 9% increase in total civilian population since 1950, the areas outside the Metropolitan markets grew only ½%, the central cities grew 5% and the suburbs grew 34%.

This rapid shift reflects changing living standards, changing shopping habits, and the increasing trend toward family living. Pressure will continue for suburban shopping centers and for multiple car ownership among suburban families.

Farm population dropped from 30.5 million or 23.1% of the total in 1940 to 25.1 million or 16.6% in 1950, and on April 1, 1956 at an estimated 22.3 million, the farm population was approximately 13.3% of the total population of 167.4 million.

This rapid drop in farm population and farm workers has not resulted in lowered farm production. On the contrary, total farm output (measured in physical units) increased by 35% between 1940 and 1955. Output per man-hour increased by 94% between 1940 and 1956 because of rapid progress in farm mechanization, fertilizers, improved seeds, and in the increased yields of improved farming practices. The increase in farm output per man-hour in the last five years alone, from 1951 to 1956, was as great as in the 30 prewar years from 1910 to 1940.

Farmers Live Better

This amazing increase in farm productivity, along with a shift of much of the marginal production or low income farm population to industrial areas, has resulted in major shifts upward in the standard of living and purchasing power of the remaining farm families. Ninety-one percent have electric service, for example, compared with 11% prewar.

Average value of machinery per farm worker increased over 8 times between 1940 and 1955 from \$229 to \$1,881. Farm equity per capita of farm population increased 4.8 times over 1940—from \$1,435 in 1940 to \$6,838 in 1956. This farm equity per capita, farm assets exceeding debt, grew by 37% between 1950 and 1956, from \$4,980 in 1950 to \$6,838 in 1956.

In most areas of our economy productive capacity is such that sales could be substantially increased without danger of shortages or tight supply putting inflationary pressures on prices. At present there are a few products, principally in metals and durable hard goods, that are in short productive supply. But 86% of consumer expenditures for goods and services making up our standard of living are not in these areas of possible shortages. Only 14% of personal consumption expenditures in 1955 were in the durable goods classification, including automobiles, appli-

ances, furniture, rugs, and other consumer durables.

The encouragement of increased productivity is the real answer to inflation rather than curtailment of consumption or purchasing power.

In five years, from August 1951 to August 1956, we increased productivity sufficiently to offset increased costs of wages and sufficiently to provide a substantial increase in standard of living without significant changes in the price level—without inflation.

Between August 1951 and August 1956—five years:

Personal Consumption
(Standard of Living)

Wage Rates increased 31%
 Wholesale Price Index increased 25%
 Consumer Price Index increased 0%
 Consumer Price Index increased 5%

*Measured by weekly earnings in manufacturing, average hourly earnings, and the composite index of wages and salaries in non-agricultural industries.

With a 31% increase in sales to consumers we were able to increase productivity enough to support a 25% increase in wage rates, a 15% increase in profits after taxes.

The magnitude of the job to be done in changing consumer habits as well as the great opportunity for expanding sales in nearly every field of production and services suggests the need for *raising our sights* in selling.

It suggests the need for reorientation of objectives and reexamination of markets and methods, not in relation to the past but in view of the new and changed opportunities.

It suggests reexamination of the sales organization and the advertising budgets to see if they are adequate for the job to be done and for the opportunity that exists. Formulas based on past relationships of selling and advertising to sales may no longer be realistic in view of the growth of competition, expansion in the number of primary prospects, and the need for education to change habits and ideas. Just to keep up with our expanding productivity, which will make possible \$600 billion of production by 1967, will require an expansion of \$136 billion or over 50% in sales to consumers—an almost revolutionary change in living standards and concepts of the mass of our population.

And there should be a 10% increase in selling effort right now to reverse the 1956 slowdown in business growth and to cash in on the 10% greater potential available by 1957-58.

The End

Over Their Heads in Debt?

Debt vs. Savings and Discretionary Income

	1929	1940	1956 Est.
Accumulated Savings	\$48.9	\$66.8	\$310.0
Year's Savings	4.2	4.2	22.0
Discretionary Spending Power	27.5	26.9	162.0
Total Consumer Debt	35.1	32.2	146.0
Ratio Debt to: Accumulated Savings	72%	48%	47%
Year's Savings	8.4 times	7.7 times	6.6 times
Discretionary Spending Power	128%	120%	89%

Billions

Why Answer Is "No"

Total discretionary spending power for our entire population, which reached a level of \$162.9 billion in the second quarter of 1956 was over six times as great as the \$26.9 billion in 1940. This could reach \$180 billion in 1957-58 and \$210 billion in five years—by 1962. And, on the basis of the \$600 billion production goal, in 1967, the discretionary spending power could reach \$280 billion or an increase of over 70% above the 1956 peak level.

In 1956 discretionary spending power represented 58% of total disposable income, after taxes, whereas in 1940 it represented only 1/3 of the much smaller total.

Total debt of consumers at about \$122.4 billion, including home and farm mortgages as well as consumer credit, is lower in relation to accumulated savings or in relation to discretionary spending power than in prewar years.

Further, 72% of the increase in consumer debt, since 1940, is in home or farm mortgages which now is largely in a form of the amortized mortgage where the principal is not likely to become a critical burden on the economy during any temporary period of recession and where the monthly burden is similar to rent pay-

ments. In fact, much of this is a substitute for rent payment since there has been a rapid movement from renting to home ownership. Even so, half of the owner-occupied non-farm homes, in 1956, were entirely free of mortgage debt. This was the home mortgage condition even after the rapid growth in home ownership and in construction of new homes.

An added source of purchasing power is the fact that consumer short term credit is low in relation to discretionary spending power. The present level of consumer credit at over \$37 billion worries some—it is over four times the \$8 billion level of 1940. But consumer discretionary spending power, in 1957-58, is expected to be over six times the 1940 level.

The ratio of consumer credit to discretionary spending power has dropped from 31% in 1940 to about 23%.

Conclusion: This means that consumer credit—installment sales, charge accounts, and personal loans—could expand by 50% over the high 1956 level without being overextended in relation to discretionary income. Just to reach the 1940 ratio could add nearly \$20 billion to current purchasing power.

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Sales Management

ADVERTISING SALES

DIRECTOR OF SALES

John W. Hartman

SALES PROMOTION MANAGER

Philip L. Patterson

Asst. to Sales Director

Caroline Cioffi

ADV. SERVICE MANAGER

Madeleine Singleton

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Patricia Simon

DIVISION SALES MANAGERS

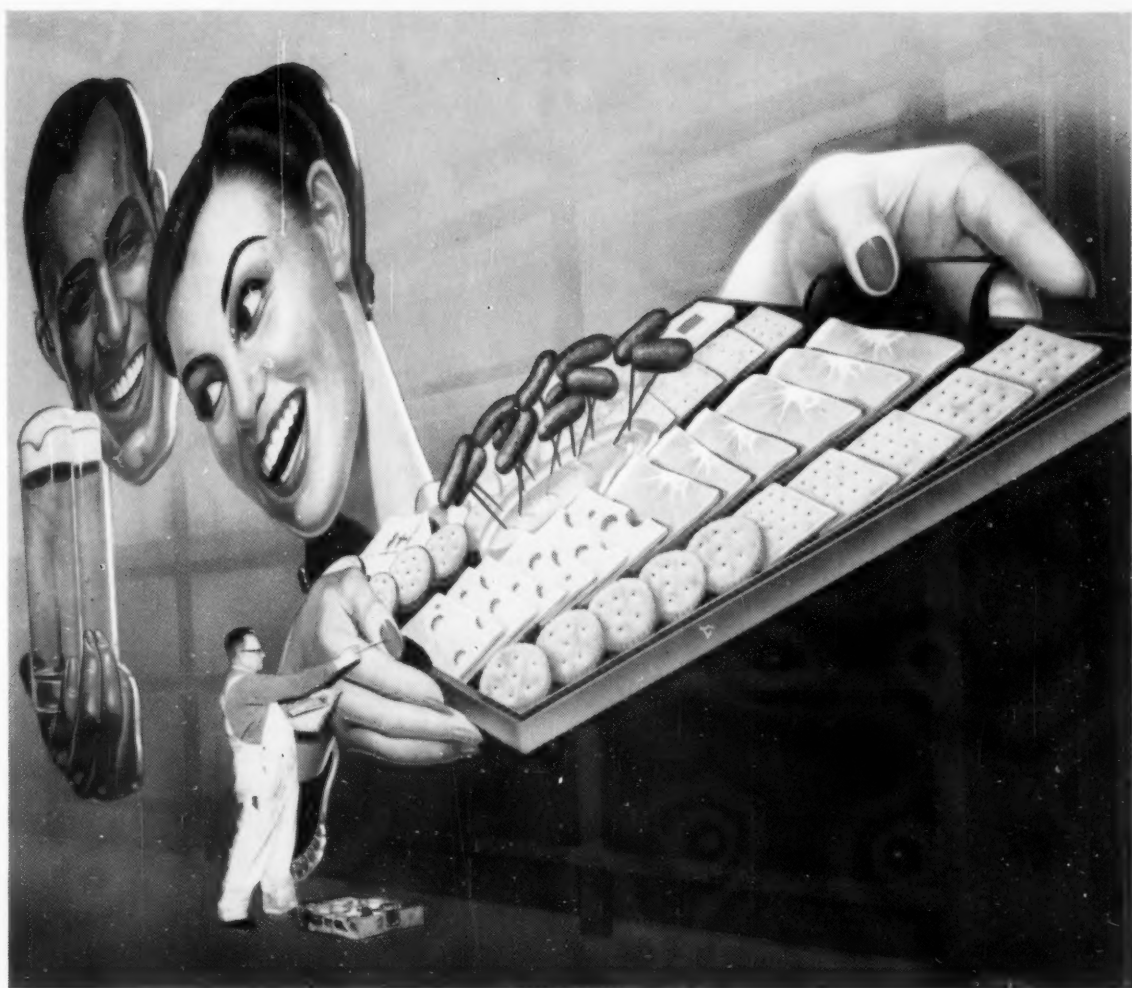
New York—Randy Brown, Jr., Eastern Sales Manager; W. E. Dunsby, Wm. McClenaghan, Charles J. Stillman, Jr., John C. Jones, Elliot Hague, Howard Terry, 386 Fourth Ave., New York 16, N. Y. LEExington 2-1760.

Chicago—C. E. Lovejoy, Jr., Western Advertising Director; W. J. Carmichael, Western Sales Manager; Thomas S. Turner, John W. Pearce, 333 N. Michigan Ave., Chicago 1, Ill., State 2-1266; Office Mgr., Vera Lindberg.

Pacific Coast—Warwick S. Carpenter, 15 East de la Guerra, Santa Barbara, Calif., WOodland 2-3612.

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We know how to think BIG...

Dramatic, oversize cut-outs enlarge the effectiveness of painted bulletins.

And cut-outs are a General Outdoor Advertising specialty. Our skilled craftsmen know how to help you put your selling message over with strong, brilliant color and gigantic dominance of product.

We know how to think BIG about cut-out use, too. GOA cut-outs can circulate in a *whole series of markets!*

You can rotate one set of cut-outs

—or several—as often as every thirty days on a series of choice locations within one city. Then you can rotate by shipping the same cut-outs—or others—to any of the other cities in the GOA network! Here's "mileage" that means economy!

This rotary network is typical of GOA's outstanding service in 1300 markets. Let us think big for you. Call your local GOA office, or write us in Chicago.



General Outdoor Advertising Co.

515 South Loomis Street, Chicago 7, Illinois



What are 615,000 men over 20 thinking about in Chicago?

In the fall an old grad's fancy lightly turns to thoughts of touchdowns. Especially if Old Ukulele U. has a winning team.

So Quincy B. Bartlett, V.P. of the Accidental Life Insurance Co., donned steamer rug and muffler and



made a pigskin pilgrimage back to the scenes of his boola-boola.

"Why look who's here," boomed Q.B., as he took his seat in the stadium, "my old pal Joe! What are you doing these days?"

Just then the whistle blew . . . the ball was kicked . . . and nobody, including Q.B., heard Joe's reply.

But after the game, Joe and Q.B. adjourned to the Tête-à-Tête house and settled down to serious business. It seems that Joe sold advertising for the Chicago Tribune and Quincy wanted to sell more life insurance. So they got in a huddle and kicked off strategy for a powerhouse offensive.

Joe explained that no matter how big a squad of agents Q.B.'s company had, it was physically impossible for them to tackle all the good life insurance prospects in Chicago. According to a Tribune survey, 44.1% of the male heads of Chicago households have not talked with an agent for 2 years or more. 9.5% said they'd never seen an agent.

5.8% of the men interviewed said they were going to buy a new policy within the next year—15.8% said they'd buy one within 5 years—and 1 out of 6 said they neither knew an agent or broker to contact, nor had any company preference.

Including the men who weren't sure about future insurance purchases, *there are 615,000 men over 20 in Metropolitan Chicago who are thinking about buying life insurance.*

"Hike", yelled Quincy as he grabbed the ball and ran, "selling life insurance is like playing football. It's the agent who scores the touchdowns, but he can't get far without good interference. And it's advertising that opens the holes and paves the way for the ball carrier."



"Touchdown!", cheered Joe, waving his Chicago Tribune pennant, "that's the way to run up the score!"

Attention Monday morning quarterbacks: If you want to know how to gain ground in Chicago, just call on Joe. Nobody knows Chicago like the Tribune. Nothing sells Chicago like the Tribune. And Joe's the one to scout up the facts for you.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

